

# MODERN PACKAGING

Vol. 3, No. 11

New York

July, 1930

# THE BATTLE SHELVES



## A + DUD! +

Many display cartons fail to score a hit with the dealer. Better, more original, packages are winning "The Battle of the Shelves." : : : : :

It is a real fight. Every product in the store seeks the most strategic display position. : : : :

Bigger sales are the spoils of this war. : : :

Perhaps our designers, illustrators and engravers can reinforce your forces on the firing line. Barnes-Crosby Display Cartons have won notable victories. : : : : :

Why not let your Intelligence Service get in touch with ours—we can help you win the daily "Battle of the Shelves." : :

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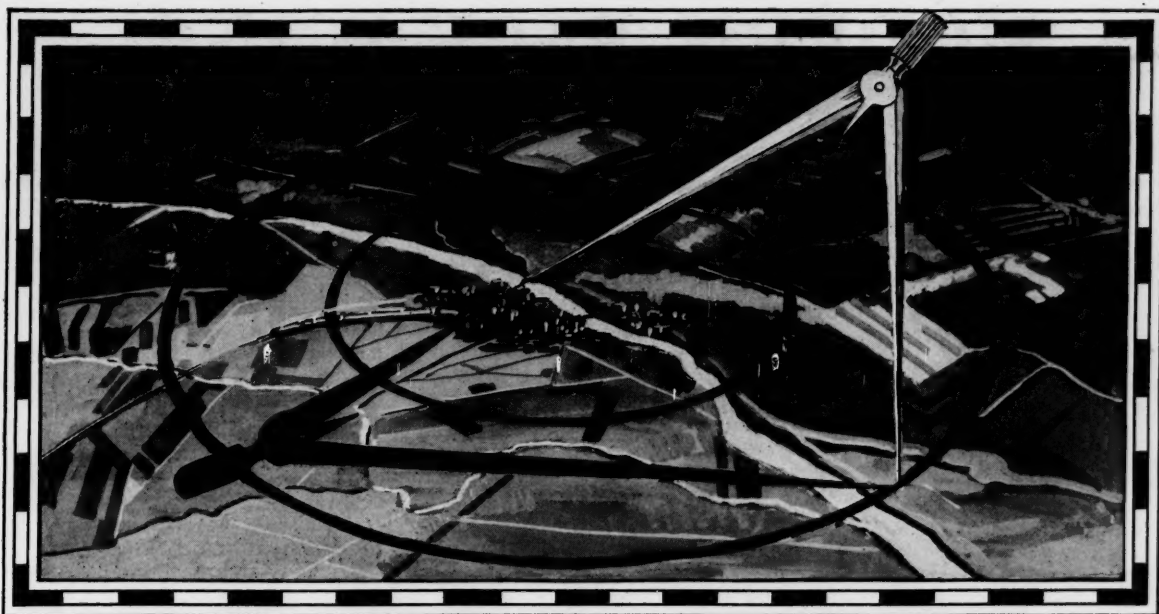
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# BARNES-CROSBY CO.

V.C. HOUSER, PRES.

414 N. 12 BLVD., ST. LOUIS

WALTER C. J. KERN



# *Widening the Radius with Proper Packaging*

CANCELING distance, creating new "zones of influence", pushing out to ever new and broader horizons -- this is what business is doing today as the boundaries of transportation extend.

But a great factor in this conquest of time and space and weather is the science of proper packaging, highly developed in - -

All the resources and experience of the KVP Company are placed at the command



of industry -- in working out new and better methods for the care of foods.

In every part of the civilized world there is KVP protection for the safe shipping of foods of every kind. Wet and dry, greasy, moist, fresh -- all are given exact, scientific protection in KVP Papers.

At your service is our modern, completely equipped research laboratory with experts who will be glad to advise as to the right wrapper for your particular need.

**KALAMAZOO VEGETABLE PARCHMENT COMPANY**

Kalamazoo,

Michigan

July, 1930

# MODERN PACKAGING

*For the Service of Those Industries Where Packaging Is a Factor*

Volume 3  
Number 11

JULY  
1930

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**T**HE illustration of the Vita-ray cold cream package shown on the front cover is reproduced from a photograph by E. H. Rehnquist.

**T**HE August issue will be devoted to packages and packaging material suitable for Christmas gift purposes. Many novel ideas will be presented.

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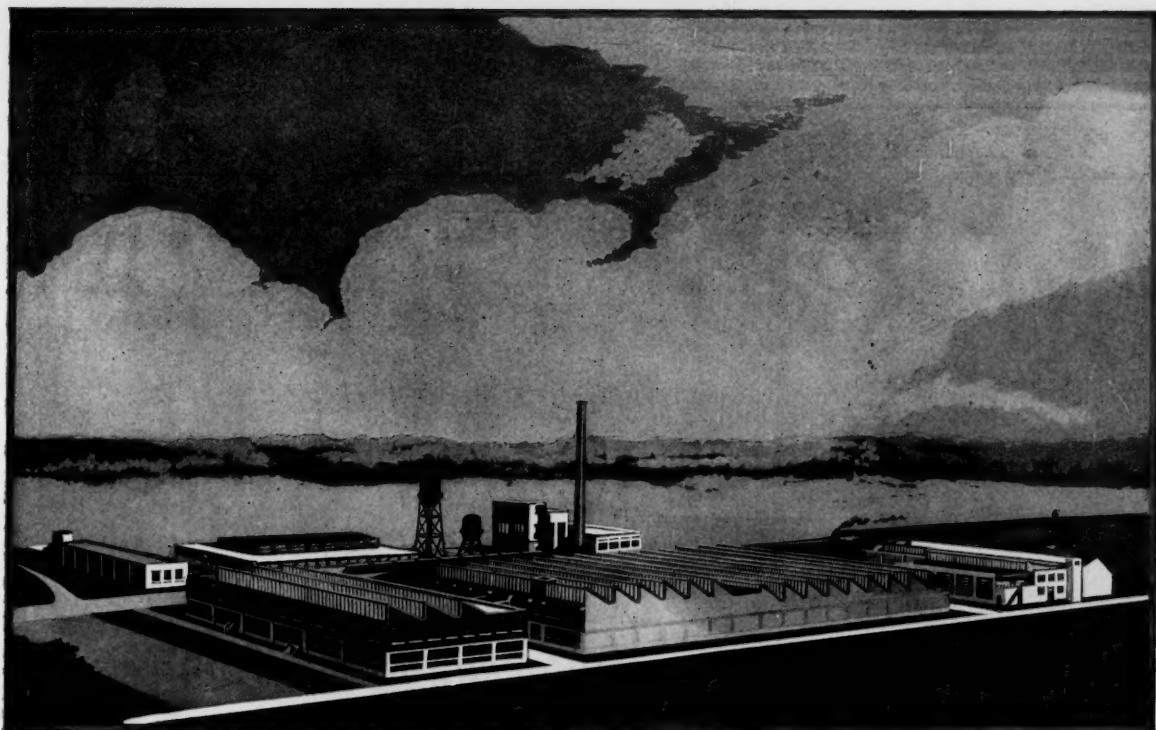
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## Creative minds have built a mill

In Fredericksburg, Virginia, creative minds have built a mill. There, using the finest of spruce pulp from the northern forests and the purest of water from their own streams, they are turning out ream after ream of SYLPHRAP, the finest transparent cellulose sheets which science and skill can produce when aided by the newest equipment and the choicest of raw materials.

These creative minds have established for SYLPHRAP a standard so high that its trade mark shall be recognized throughout industry, wherever quality is the first requisite.

SYLPHRAP, produced in this new mill, is the up-to-date successor of FENESTRA (transparent cellulose made in Belgium) which has long been used and known for quality.



## Sylvania Industrial Corporation

### DISTRICT SALES OFFICES

122 EAST 42ND STREET, NEW YORK  
201 DEVONSHIRE STREET, BOSTON  
724 WEST LAKE STREET, CHICAGO  
1014 GLENN BLDG., ATLANTA

### EXECUTIVE OFFICES

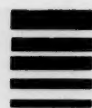
122 EAST 42ND STREET  
NEW YORK

### PLANT

FREDERICKSBURG, VA.

### AGENCIES

BLAKE, MOFFITT & TOWNE  
SAN FRANCISCO, LOS ANGELES,  
PORTLAND, SEATTLE, TACOMA  
POLLACK BROS. & CO. LTD.  
MONTREAL, TORONTO,  
WINNIPEG, VANCOUVER



# REDINGTON



*Experience Ranges from*  
**Radio Tubes**  
**to Ice Cream**  
*in Packaging Machines*

WHEN executives tell us Redington Packaging Machines are impractical for their product, our engineers say "perhaps." For time after time, we have solved the most difficult packaging problems.

Our diversified experience with packaged products has stood us in good stead. Wrapping and heat-sealing mince meat, cartoning razor blades, completely packaging radio tubes, banding paper towels, cartoning brick ice cream—these are just a few of the results of Redington experience.

Often as not, we have adapted a machine used on a totally different product to the problem at hand. Sometimes a slight change in the package has not only simplified matters but also provided a new merchandising angle as well. This record of achievement in difficult fields prompts us to suggest to production executives: "If it's Packaging, try Redington's first."

F. B. REDINGTON CO.  
*Established 1897*

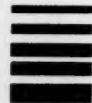
110-112 So. Sangamon St., CHICAGO, ILL.

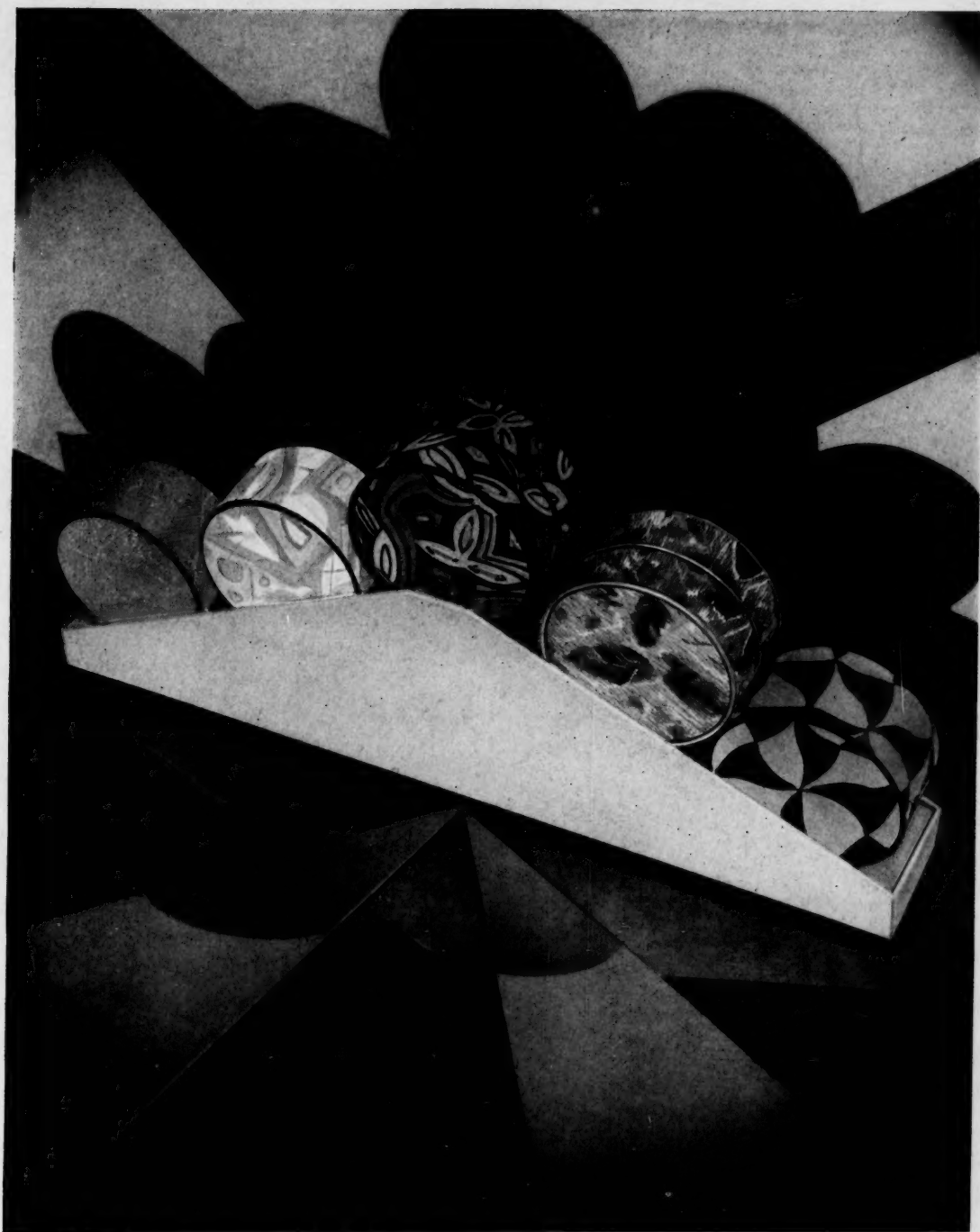
A view of the factory of the Grigsby-Grunow Company, Chicago, where a Redington Cartoning Machine is cartoning thousands of Majestic Radio Tubes daily.

## PACKAGING MACHINES



*Custom Built for*  
**Cartoning — Packaging**  
**Labeling—Wrapping**





ORIGINALITY is always commendable. But doubly to be praised is the continued creation of original solutions to similar problems. The F. N. Burt Co., as the world's largest makers of round powder boxes, is continually confronted with the problem of designing and creating original and supremely attractive boxes of this sort. The examples on this page testify to the Burt success in being consistently original in a field where originality is most difficult.

## BURT DESIGNS and CREATIONS

F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

- Canadian Division -

Dominion Paper Box Co., Ltd., Toronto, Canada  
Manufacturers of Fine Set-Up Boxes



FOUR BOXES . . . each one individual in its own field yet  
all possessing the basic need of modern merchandising . . .  
... ORIGINALITY.

## BURT DESIGNS and CREATIONS

F. N. BURT COMPANY, Ltd.  
Buffalo, N. Y.

- Canadian Division -

Dominion Paper Box Co., Ltd., Toronto, Canada  
Manufacturers of Fine Set Up Boxes

Prepared and printed by  
Service Department,  
"Modern Packaging"



**CARTON** making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet *your* requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO  
CARTON  
COMPANY**

4411 Odgen  
Avenue  
Chicago, Ill.

Every Faculty  
for the Pro-  
duction of  
fine display  
Advertising  
Cartons

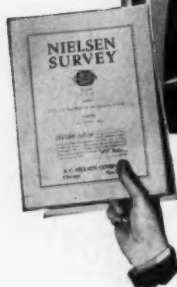
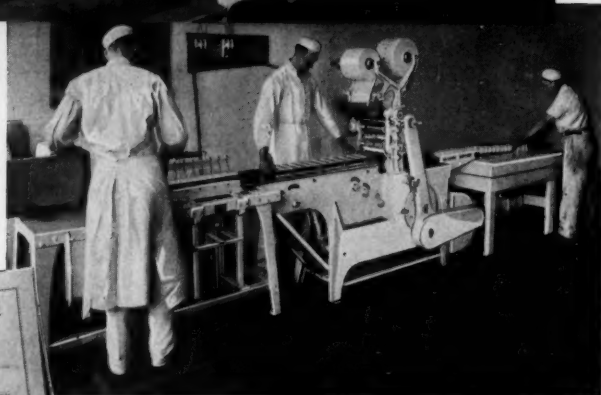
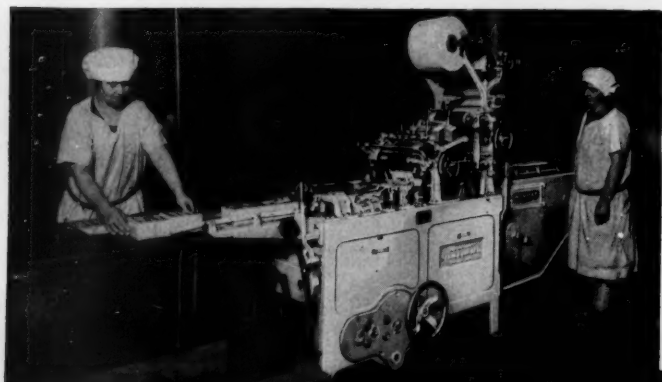




**Saves SPACE  
Saves TIME  
Saves MONEY**



**It's the same story THE COUNTRY OVER**



**This Book Tells  
of Amazing Savings**

Write for the remarkable performance  
of the Automat Triplex... the machine  
that may be adjusted to wrap and carton  
pound solids, twin halves or four quarters.

Automat equipment now dots the country... from Minnesota to Texas, and from Massachusetts to California... Automat equipment is wrapping and cartoning thousands of pounds daily.

And from every print room comes the same story... Saves Space, Saves Time and Saves Money.

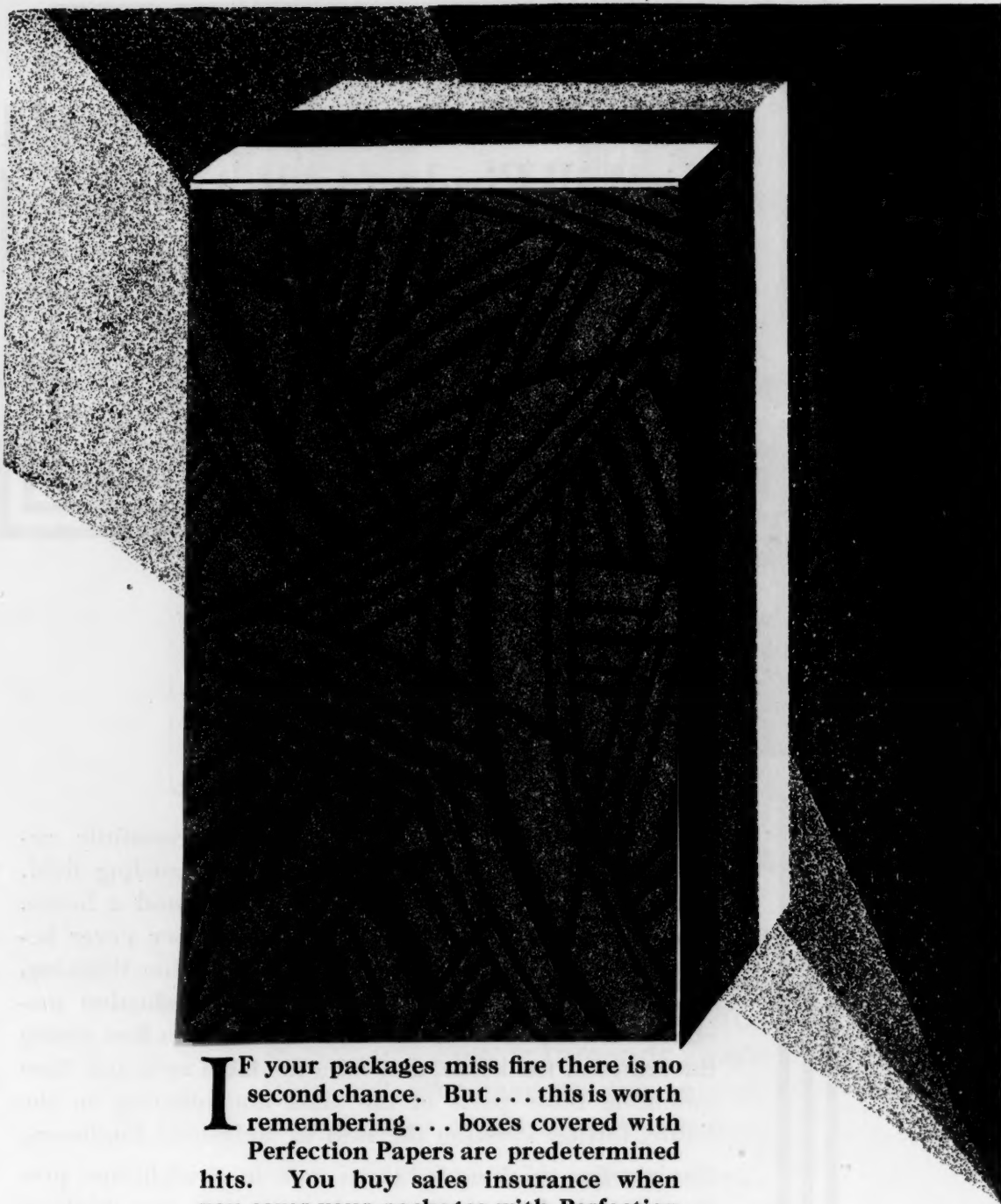
These stories of saving are interestingly told by recent surveys made by an impartial company. These are free to those in the trade who are interested. Write for your copy... no obligation.

**AUTOMAT**  
PRINTING WRAPPING & CARTONING EQUIPMENT

**THE AUTOMAT MOLDING & FOLDING CO., Toledo, Ohio**

**EASTERN SALES AND SERVICE OFFICE  
172 CHAMBERS STREET  
NEW YORK**

**WESTERN SALES AND SERVICE OFFICE  
306 CALO BUILDING  
LOS ANGELES**



**I**F your packages miss fire there is no second chance. But . . . this is worth remembering . . . boxes covered with Perfection Papers are predetermined hits. You buy sales insurance when you cover your packages with Perfection Box Paper. The rest of the line, in standard working sheets, is yours for the asking. Write today to

## ROYAL CARD & PAPER CO.

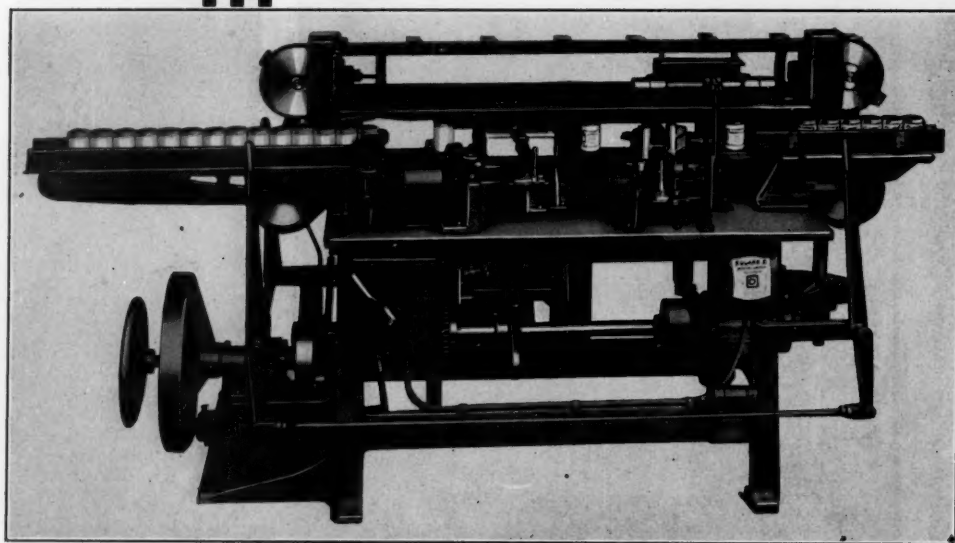
*Manufacturers of Perfection Box Papers*

ELEVENTH AVE. & 25th STREET

NEW YORK, N. Y.

July, 1930

## All Around the Labeling World You Will Find the All-Around Labeler



**T**HE McDonald All-Around Labeler successfully accomplishes the most difficult job in the labeling field. It applies one label, *fully gummed*, all around a bottle. The McDonald solution, achieved in a manner never before attempted, was arrived at by straight-line thinking. The problem analyzed, a straight-line production machine was sought. The solution was found in first gluing the center of the bottle, attaching the label to it and then gumming those parts of the label not adhering to the bottle, further attesting the skill of McDonald Engineers. Straight-line thinking led these men to straight-line production. And, by the same token, straight-line thinking has led packager after packager to the purchase of McDonald products.

Straight-line yourself to the extent of writing us . . . and let us settle your labeling problem once and for all.

**McDONALD ENGINEERING CORP.**  
220 VARET ST.                      BROOKLYN, N. Y.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.









DeMar chose the Master Metal Carton because of its unusual bright-as-silver appearance which not only commands attention but emphasizes the purity and quality of their preparations. We offer you a complete, creative package service.

REYNOLDS METALS CO., INC.  
LOUISVILLE, KY.  
NEW YORK CHICAGO SAN FRANCISCO

MASTER METAL  
PACKAGES





## Miracle foods in a miracle wrap

**I**F that master of imagination, Jules Verne, had written about fresh fish, porterhouse steaks, luscious ripe raspberries, and tender green peas being preserved indefinitely with all their delicious freshness—our fathers never would have believed him.

If he had gone wilder still and said that these foods would be wrapped in a flexible, moistureproof substance, as transparent as glass and as beautiful as moonlight—they surely would have thought him crazy.

*But all this is true.*

Today General Foods Corporation are giving people these *miracle foods*, quick-frozen by their special process. And Moistureproof Cellophane is the *miracle wrap* that helps keep them delectably perfect.

Modern packages are crowding the old-fashioned ones right off the shelves and out of the stores. Every day more items are wrapped in Cellophane, because it is a proven fact that things sell faster that way.

Where do you stand in this picture? Let our Package Development Department make some suggestions for you.

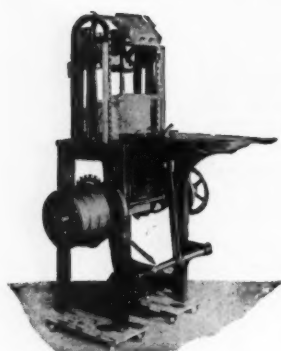


## Cellophane

Cellophane is the registered trademark of the Du Pont Cellophane Company, Inc., to designate its transparent cellulose sheeting.







*Peters Carton Forming and  
Lining Machine*

**T**HE elements of air and moisture have declared war against your product! They are attempting to reduce your profits by increasing your spoilage returns. Through every seam and joint they are constantly attacking your carton, intent on ruining the contents. They know that the seam is the weakest point of defense in a carton . . . . . except on Peters-made packages.


Repeated defeats have taught them that Peters Carton Formers and Liners are designed to produce a package which affords one hundred per cent protection against their concentrated attacks. It is just such protection that is being given to the packages of such nationally known firms as Kraft Cheese Co., Loose-Wiles Biscuit Co., Armour & Co. and the National Biscuit Co.

In the war against the destructive elements Peters engineers stand ready to show you how protection and efficiency go hand in hand. Write to them today.



**PETERS MACHINERY COMPANY**  
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE  
CHICAGO.U.S.A





## A clean, neat, safe way to pack soft foods and condiments

Collapsible tubes of Alcoa Aluminum are worth considering by any food manufacturer who puts up soft foods or condiments.

These tubes provide a new and attractive way to get your products into the home in a safe, convenient package that can be opened and used a dozen times without fuss or trouble. Already such diverse products as flavoring extract and anchovy paste are packed in collapsible tubes. Why not chocolate sauce, meat extracts, mustard sauces, marshmallow or any one of dozens of other foods?

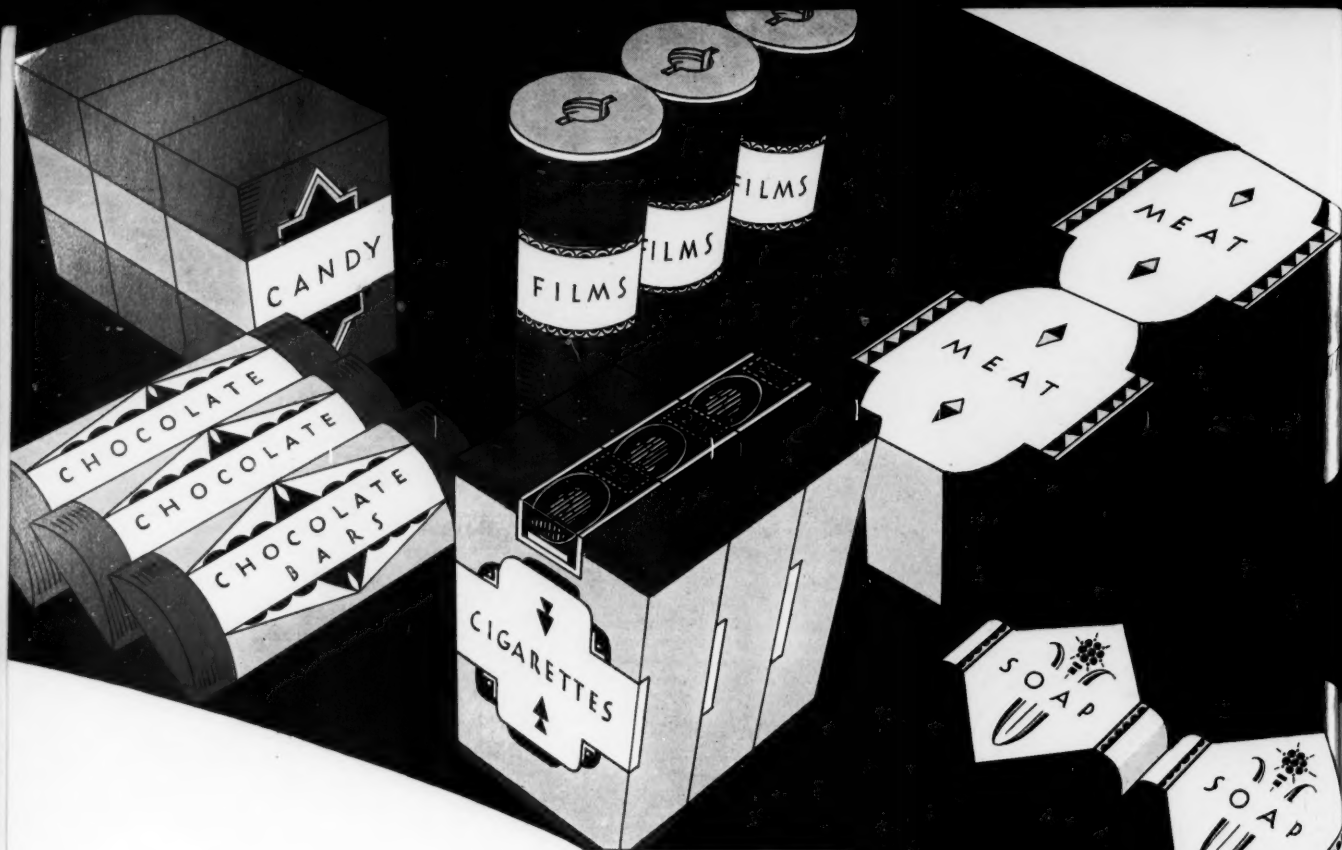
It is far easier for a housewife to squeeze your product out of a tube than to fuss with a hard-to-open can. Consider whether packing your product in collapsible tubes of Alcoa Aluminum would not make it easier and more pleasant to use—encourage not only its initial sale but its more rapid consumption.

A representative from our nearest office will gladly give you full information about collapsible tubes of Alcoa Aluminum. These tubes are non-corrodible—and safe to use in direct contact with foods. They have great tensile strength and take any type of printed decoration. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

### COLLAPSIBLE TUBES OF ALCOA ALUMINUM







## Shuts out moisture -- light -- air

Food manufacturers are turning to Alcoa Aluminum Foil to protect more and more products. Cheese has been Alcoa Aluminum Foil wrapped for years—as has been yeast, cooking and eating chocolate, tea and various candies. Many other products could just as easily utilize this bright, protective wrapping.

Alcoa Aluminum Foil, on three separate and distinct counts, makes an ideal package wrapping. Count one: it shuts out moisture, light and air. Foods stay fresh and full flavored. Count two: it is absolutely safe in direct contact with foods, as millions of housewives, who cook three meals a day in aluminum pots and pans, well know. Count three: it brightens up packages, gives them that well dressed, attractive look that spurs sales.

Consider Alcoa Aluminum Foil for *your* food products. It may be the one thing that will lift them out of the usual run of products of their type—make them stand out on the grocer's shelf or counter.

Our nearest office will gladly give you full details and samples. Alcoa Aluminum Foil can be had in natural color, embossed or lacquered. A suitable design can be printed on it. ALUMINUM COMPANY OF AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.

**ALCOA ALUMINUM**  
ROLLED INTO FOIL



# YOU WOULDN'T TEST A MAILING BOX WITH A HAMMER

**B**UT every box which goes through the mails is subjected continuously to treatment almost as severe. Only the best come through unaffected.

Mason Modern Mailers are the product of constant study of mailing requirements and repeated laboratory tests of materials and methods of manufacture. They show a handling economy, protect their contents and look the aristocrats they are. Send for catalog.

**Mason**  
**Modern Mailers**  
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue

# Get Your BRAND NAME into the CONSUMER'S HOME

Wrap Your Cakes  
in

**RIEDEL'S  
WAXED GLASSINE**

AND REAP MORE  
REPEAT SALES!

Riegel's *Printed* Waxed  
Glassine Wrappers carry your  
name . . . your trade-mark . . .  
right into the consumer's  
home. A silent salesman right  
where every sale starts!  
Moisture-proof—grease-proof  
—transparent . . . and printed  
to your specifications in one,  
two, or three colors . . . Write  
today for samples and prices.



A DELICIOUS



CAKE PRODUCT

AVERAGE NET WEIGHT 2 1/2 OUNCES

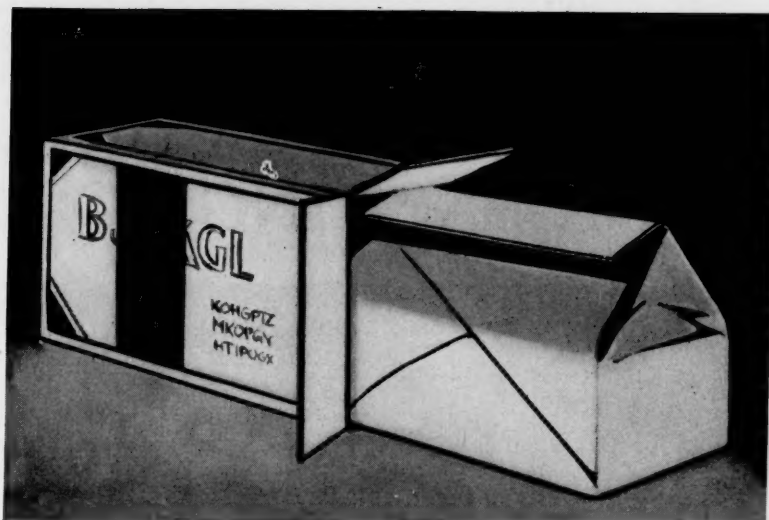
**RIEDEL PAPER CORPORATION**

Formerly WARREN Manufacturing Co.

342 MADISON AVENUE

NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford



## THE WORLD'S MOST FAMOUS PACKAGE

**T**HIS is the "Perfect Package" used by My Own, Junket, Royal Gelatine, Kwik-Set, Jello-O and scores of other dessert powder manufacturers. It is the Perfect Package because it meets the precise and rigorous requirements of every maker of food-powder products.

This package is produced upon the New Anderson Free-Flowing or Non-Free-Flowing Packager, a machine which does the work of eight hand operators, faster and better than hands can ever work. The New Anderson forms the satchel bag, fills it by weight or measure, closes it, inserts it into the carton with a circular and seals the carton ready for shipping.

The features of the Anderson package and the working advantages of the Anderson machine can both be obtained for the packaging of your product. To learn how the "World's Most Famous Package" can aid your sales, write for further details to

**E. D. ANDERSON, INC.**

15 Park Place New York City

### ADVANTAGES OF THE NEW ANDERSON

It averages 10,000 to 12,000 complete packages daily.

It requires only one operator. Replaces eight hand workers. Works without loss or waste.

Produces an attractive moisture-resisting package easy to handle.

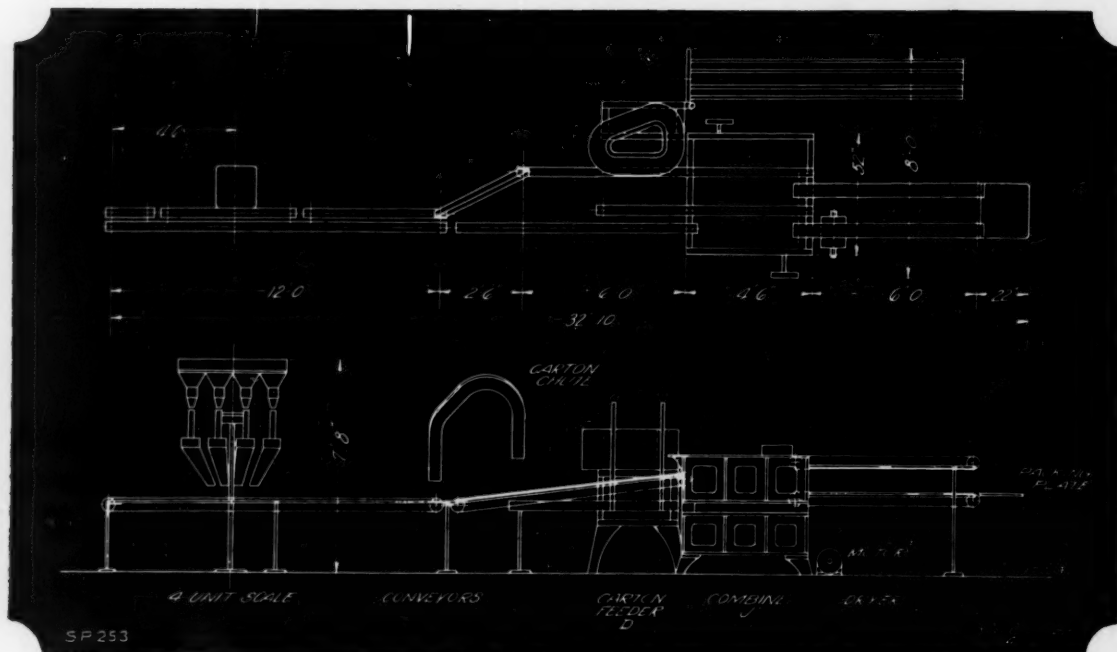
It keeps the product in its original form and condition.

Creates a perfect package; start to finish.



Greater Capacity Machines for Unit Operations or Complete Automatic Packing

## IS FLOOR SPACE AT A PREMIUM IN YOUR PACKING ROOM?



Glance at the layout shown above. Sixty to seventy-five complete filled, weighed and sealed packages per minute from machines occupying space thirty-three feet long and eight feet wide.

Combined bottom and top sealing at high speeds on one machine is the answer. Note also that this combination Sealer is fed automatically, requiring no operator. Tight, square, sift-proof seals are assured by the use of the Johnson type patented rotating folders.

Whether your packaging problems are concerned with floor space, sealing efficiency, or some new and knotty problem, a Johnson Packaging Engineer will prove a helpful consultant. You may have a constructive interview without the slightest obligation. *Write us.*

**JOHNSON**  
*"Sixty per Minute"*  
**COMBINATION**  
**BOTTOM and TOP SEALER**

JOHNSON AUTOMATIC SEALER CO., Ltd., Battle Creek, Michigan  
 Subsidiary of Battle Creek Wrapping Machine Co., Battle Creek, Michigan







THE MOST COLORFUL PAPER MILL IN AMERICA



## CHRISTMAS

Green of the holly for Christmas. A pattern by that supreme artist, Jack Frost, for the holiday season. JEmerald Freeze, one of the Made-in-America Box Covers, happily unites these two into an extraordinary Christmas packaging paper. JA Christmas color with a Christmas pattern for Christmas business.

*Sample Book will be gladly sent upon request*

**DISTRICT COLUMBIA  
PAPER MANUFACTURING  
C O M P A N Y**

Mills and General Offices  
WASHINGTON, D. C.

Chicago Office  
CHICAGO MERCANTILE EXCH.

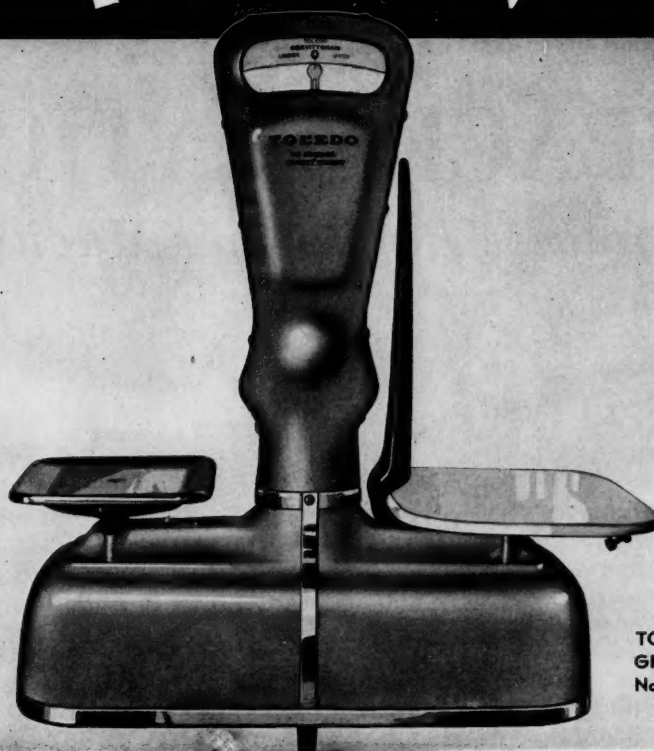








# NEW



TOLEDO  
GRAVITYGRAM SCALE  
No. 4075

## A Coffee Bean Moves It!

Now a new Toledo—new throughout—for new weighing needs—with marvelous new features which give you amazing accuracy.

Reliable and dependable always—the pendulum construction and the gravity principle make sure of that.

Install it anywhere. Move it as often as you please. Don't take time to level it. It will do its job just the same—and just as accurately.

So keenly sensitive that it shows a 64th of an ounce, 1/1000th of a pound. Imagine, just a coffee bean moves the indicator!

You can't misread this new Toledo Gravitygram, no matter how you try. Everybody reads it exactly the same, too.

Put the weights on anywhere. Even if you are in a

hurry—you can't throw it "off". A careless, rushed employee can't get anything but the right results.

Noiseless! You'll hear no crashing and banging which shouts "Wear! Short Life!" This new Toledo works for you steadily, accurately—and quietly.

It fits anywhere, adaptable to any condition. Read from the front or from the end. And all as simple as moving the rear view mirror on your car.

The secret of its extreme sensitivity lies in the self-aligning bearings—exclusively Toledo. Friction is barred—out! Sensitivity is sealed—in! And it stays there!

Durable gray baked enamel finish, and stainless steel trim. For a demonstration with no obligation, call our office in your city.

TOLEDO SCALE COMPANY, TOLEDO, OHIO, U. S. A. • CANADIAN TOLEDO SCALE COMPANY, LTD., WINDSOR, ONT.  
Sales and Service Headquarters in 181 Cities in the United States and Canada, and in more than 50 Foreign Countries

# TOLEDO SCALES

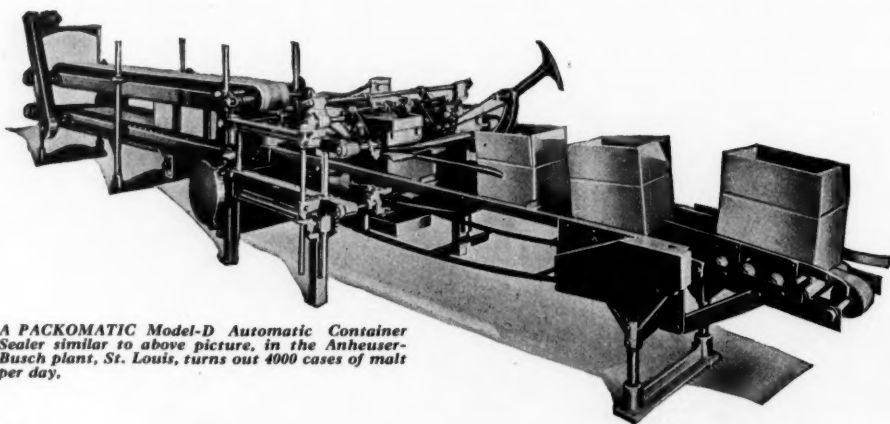
NO SPRINGS • HONEST WEIGHT

# Budweiser

*Is Efficiently Packaged with*

## "PACKOMATIC"

*Automatic Packaging Machinery*



A PACKOMATIC Model-D Automatic Container Sealer similar to above picture, in the Anheuser-Busch plant, St. Louis, turns out 4000 cases of malt per day.

## PRODUCTION SPEED!!

Speed is the demand of production. The old dragging ways of doing business have been dethroned by the snap and speed of the machine age. Manufacturing today must be tireless, swift, and develop the speed in

production that will insure your equal to brisk competition.

PACKOMATIC Automatic Packaging Machinery is producing the speed in manufacturing that is meeting competition and keeping a jump ahead.

PACKOMATIC Automatic Packaging Machinery installations are winning each month a rising reputation because of such remarkable time and labor economies in leading manufacturing plants throughout America.

Let a PACKOMATIC engineer help you with your packaging problems. There is no charge for this specialized inspection service. Write today for particulars and catalog.



**J. L. Ferguson Company**  
JOLIET - ILLINOIS  
ST. LOUIS NEW YORK LOS ANGELES

BRANCH OFFICES:

NEW YORK CITY

LOS ANGELES, CALIF.

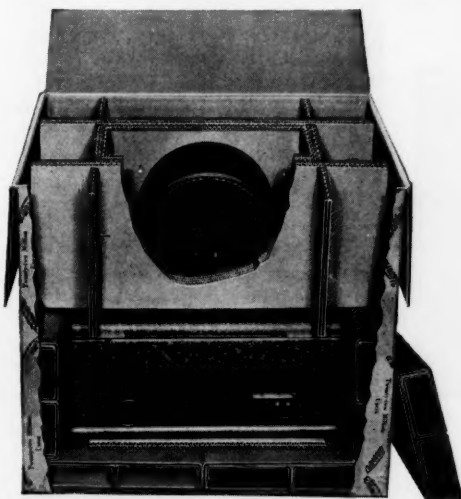


Modern Packaging



## Quality Containers Neutralize Abuses

**R**OUGH usage during transportation, of which the above illustration is suggestive, is something that you as a shipper must foresee and provide against when you buy your fibreboard shipping boxes. You must buy boxes that have the strength, the backbone, the resistance and the aggressiveness which enable them to deliver your goods, intact, at destination—as your customer would want them delivered. You cannot afford to court trouble with a temperamental customer by shipping in poor quality boxes that do not stand up under abuse.



*How a fragile radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.*

If you use corrugated fibreboard boxes, our high cushion corrugations will be found effective in neutralizing transportation abuses because they run 36 to the foot with 3/16 of an inch between the heavy liners, giving a board caliper of practically 1/4 inch over all—an unusually strong, tough board, which meets every railroad requirement.

These high corrugations have become extremely popular wherever our corrugated products are used in hundreds of our biggest industries because they are always dependable in protecting shipments, incidentally reducing troubles with carriers and customers, and demonstrating their lower final cost.

On a par with our corrugated quality, our solid fibre products are extensively used and in demand by a great many industrial fields. Give our fibreboard containers a fair, square trial. You will find that they are always dependable, high quality boxes, lowest in cost in the long run, that stand up strong and aggressive in the defense of your goods under punishing conditions in transit. When you write refer to Dept. 19 for quick service.

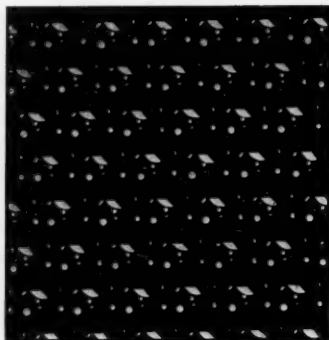
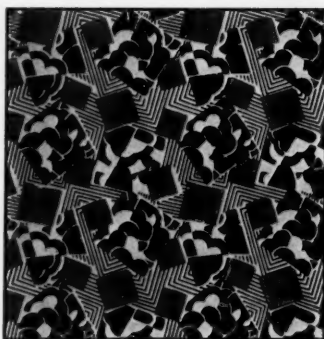
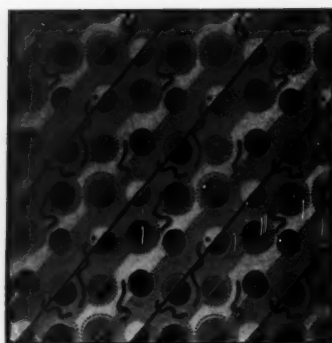
## CONTAINER CORPORATION OF AMERICA

Mid-West Box Company    Sefton Container Corporation

Seven Mills • Fifteen Factories  
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.  
111 W. Washington St., CHICAGO



**FOUR** papers . . .  
four Vita Ray Aces  
. . . are here shown.  
In black and white they  
still suggest their beauty  
and strength as box  
covers with real pulling  
power.

But don't order them  
. . . not yet. First let  
us send you some actual  
samples. Let yourself  
see these papers in their  
true colors . . . more  
beautiful . . . more  
powerful than mere pic-  
tures can ever be.

Then, when you've seen  
these vibrant fancy  
papers . . . when you've  
pictured them upon  
your boxes . . . we will  
not have to ask for your  
order. You will send it  
of your own accord. For  
these are Louis Schul-  
man papers . . . they  
sell themselves . . . to  
packager and customer  
alike.

*For Sale by*

**Louis Schulman Co.**

463 Broome St.  
New York, N. Y.

**A. S. Datz & Co.**

16 S. Marshall St.  
Philadelphia, Pa.

Consult our Window Display Department for ideas. Specializing in display papers, genuine raffia grass mats, spot and flood lights, etc. Catalog of display accessories on request



CONTINENTAL CANS



SELL GOODS

**CONFECTIONERY  
CONTAINERS**

**T**HE right product in the right container is a powerful combination for building sales.

Continental Cans are excellent protection against candy spoilage and staleness. Attractively lithographed, they make for easy identification, greater sales appeal and exceptional dealer cooperation.

Whether it's the creation of a new package or "sprucing up" an old one to meet modern needs, Continental will serve you well.

CONTAINERS BY CONTINENTAL



**BEHIND THE CONTINENTAL CANS YOU BUY IS A  
COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE**

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 35 plants advantageously located from coast to coast—in 24

principal cities of the United States and Cuba—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

## CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd Street

CHICAGO: 111 West Washington Street

SAN FRANCISCO: 155 Montgomery Street

CHICAGO  
CINCINNATI  
WHEELING  
PASSAIC  
SAN JOSE

BALTIMORE  
OAKLAND  
NEW ORLEANS  
ROANOKE  
BOSTON

DETROIT  
JERSEY CITY  
LOS ANGELES  
CLEARING  
CANONSBURG

KANSAS CITY, MO.

ALBANY, GA.  
SAN FRANCISCO  
SYRACUSE  
NASHVILLE  
HURLUCK, MD.

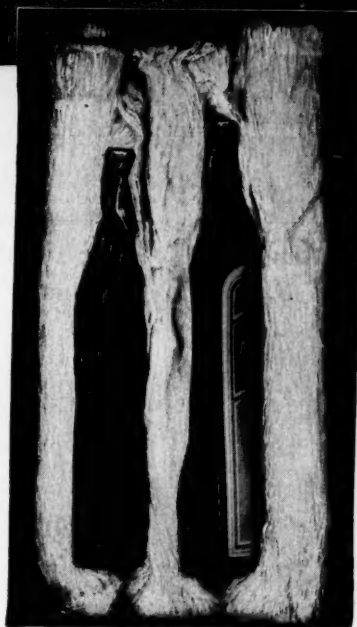
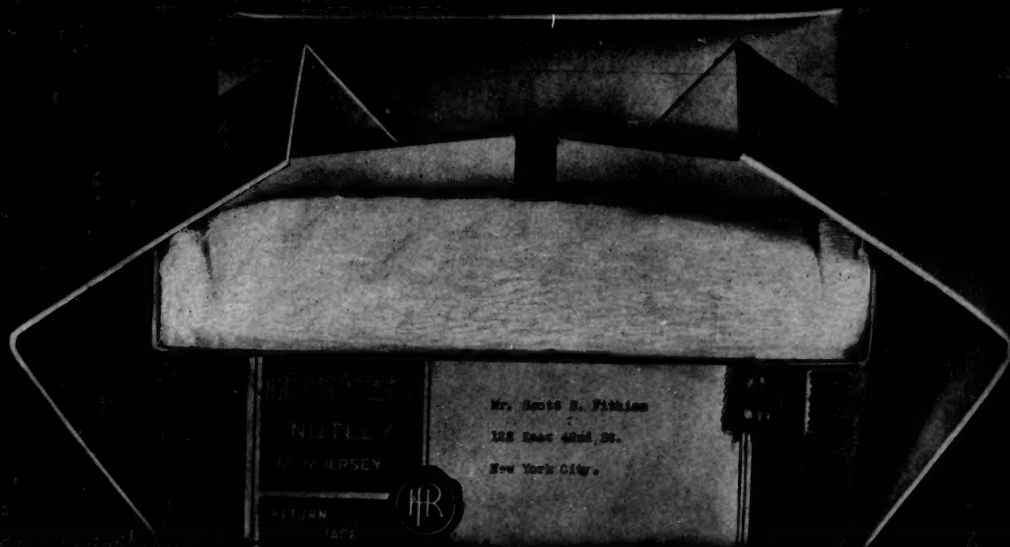
HAVANA, CUBA

DALLAS  
E. ST. LOUIS  
DENVER  
SEATTLE  
BEDFORD, VA.

*"It's Better Packed in Tin"*

# A BETTER WAY TO PACK

Replacing sawdust, linters and other low-grade materials



Cross section view of typical Hoffman-La Roche, two-bottle pack. Kimpak protects both bottles from every angle, cushioning the violent shocks received in transit.

## Mail Coupon to Try

"KIMPAK has reduced our breakage to a negligible item and it gives a clean, white, *quality* appearance to our packages. When breakage *does* occur, all the liquid is absorbed within the package itself. It simplifies faster packing and is economical. It is so light that it also saves considerable postage."

HOFFMAN-LA ROCHE, INC.

N. F. Peterson.

Kimpak comes in rolls, sheets or pads of any desired thickness. We will gladly send free sample sheets to try—or mail us one of your packs. We will repack in your present carton—or redesign your pack completely if desirable—test in our laboratories (tumbling test, etc.) and return to you with quotation and assurance that the revised pack will save you money on shipping damage.

KIMBERLY-CLARK CORPORATION, Manufacturers, Neenah, Wis.  
Sales offices at: 8 S. Michigan Ave., 122 E. 42nd St.,  
Chicago, Ill. New York, N. Y.

- ☐ We are interested in improving the quality of our package in appearance, cleanliness, protection, efficiency. Send samples of Kimpak.  
☐ We are sending you two samples of our product in our present pack.

Name.....

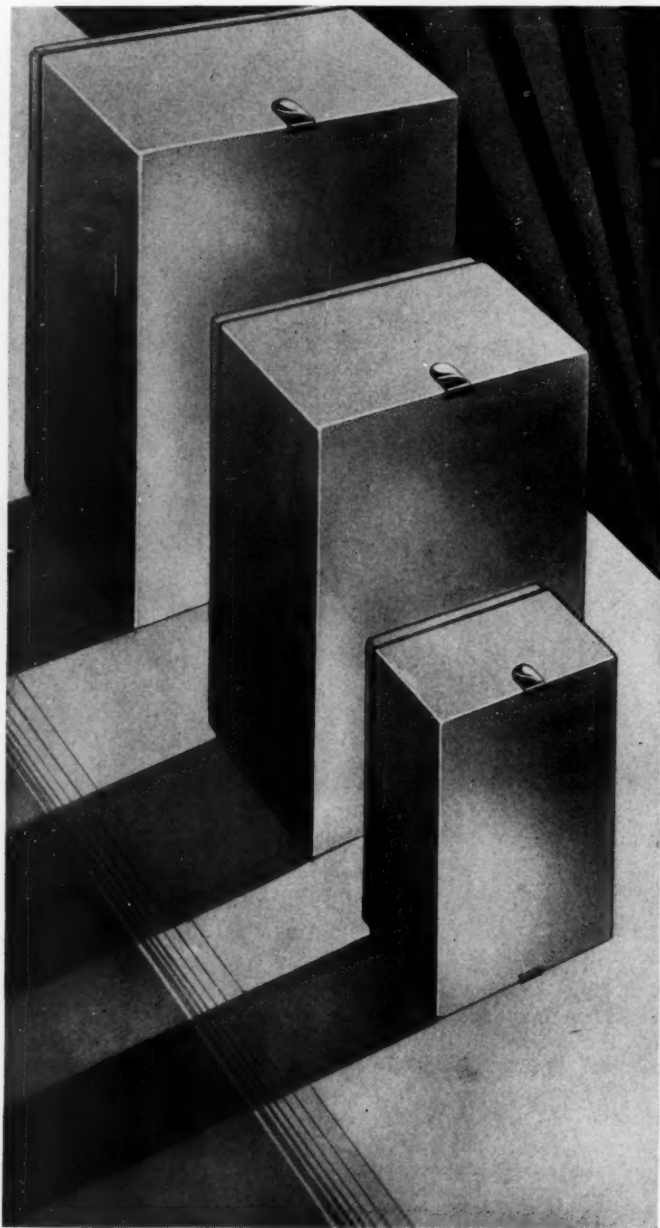
Address.....

City.....

**Kimpak**  
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
**CREPE WADDING**

July, 1930

## **"GO-SAFE" MAILERS**



### **"PASS FRIEND"**

say the postman when he sees a "Go-Safe" mailing box.

And pass it does . . . through a hundred hands . . . safe to the desk of the man it was intended for. Unsmashed, unopened, its contents as neat as they were when first packed, a "Go-Safe" mailer commands respect . . . both for the product it contains and for the firm which mailed it.

As for cost . . . why, no more than any other type of package. Let us hear from you . . . a post card stating your packaging requirements will bring our answer the "Go-Safe" way.

*Made by Young Brothers, Inc.  
Manufacturers of paper boxes for  
over half a century.*

**YOUNG BROTHERS**  
**PROVIDENCE·RI.**

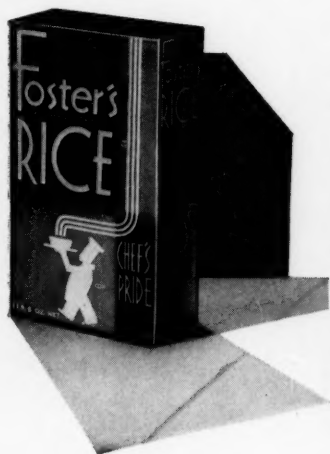


# PACKAGING solves the problem of AMERICA'S Largest Rice Mill

It was packaging machinery which enabled the Lake Charles Rice Milling Company, the largest of its kind in America, to solve a recent pressing problem of price maintenance. By packaging their product, branding it and creating a consumer preference through advertising, they have put their rice beyond price competition.

It is the efficiency of Pneumatic Machines that enables them to perform this operation, which permits them to protect their price, with a speed and economy that also protects their margin of profit. Pneumatic Machines are doing the same thing for the majority of America's largest producers of packaged goods, wet and dry. Sun Maid Raisins, Pillsbury's Flour, Lipton Tea, Burnett's Vanilla, Domino Sugar are only a few of the many famous products packaged and bottled by Pneumatic Machines.

To any manufacturer who is interested we shall be glad to send a copy of an unusual book "An Interview." It tells the complete story of Pneumatic's experience in serving America's largest producers, and its ability to serve you. Write for it.



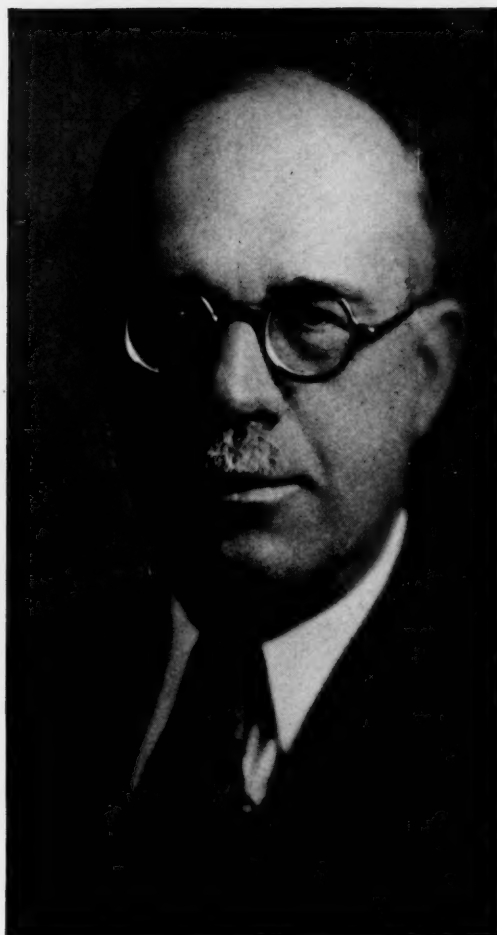
## PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Automatic Corking Machines.

# PNEUMATIC SCALE PACKAGING MACHINERY

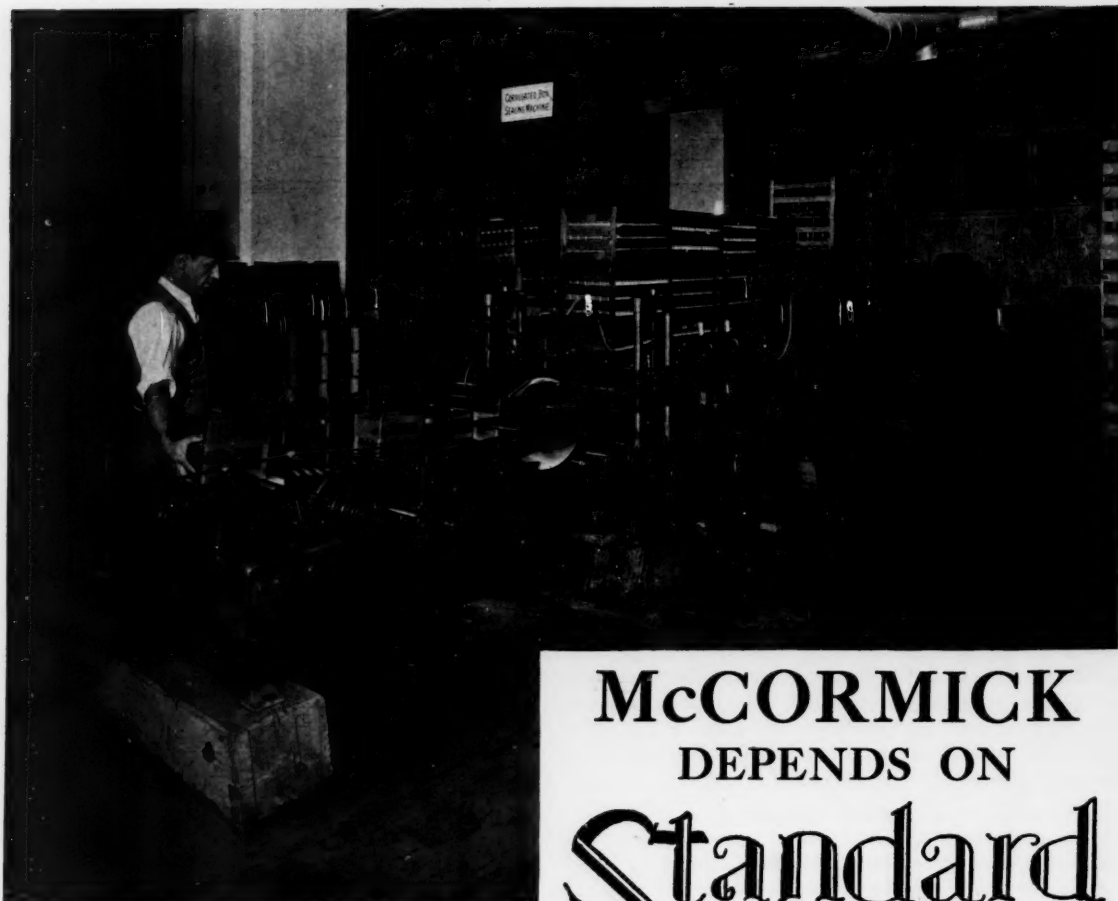
PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.

Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and London, England.



J. ALTON FOSTER, President  
LAKE CHARLES RICE MILLING CO.

*"Packaging our product has enabled us to give it a consumer identity and to build a consumer demand through advertising, which in turn has made it possible for us to maintain a constant, profit-making price level. We employ Pneumatic Machines as the most efficient and economical method of handling our packaging operations."*



## McCORMICK DEPENDS ON Standard

**A**T the McCormick plant in Baltimore a high-speed schedule is constantly maintained by relying on STANDARD Sealing Equipment for sealing their entire output. This is one of the dozens of national packagers which has recognized the dependability of STANDARD equipment for maintaining a steady pace of high production and perfect workmanship.

Wherever profits depend on uniform high production there you will find STANDARD Sealing Machines. What STANDARD has done to reduce costs in the industries where packaging is a major factor, STANDARD can do for your plant. STANDARD Machines don't know the meaning of the word "breakdown." Installed in your plant this sealing equipment will keep up its steady pace of production day after day, year after year without a let down, without waste, and with a minimum of upkeep and attention.

MAILER SEARLES, INC.  
135 Fremont St.  
San Francisco, Cal.

JOHN F. WILLARD & SON  
335 E. 4th St.  
Los Angeles, Cal.

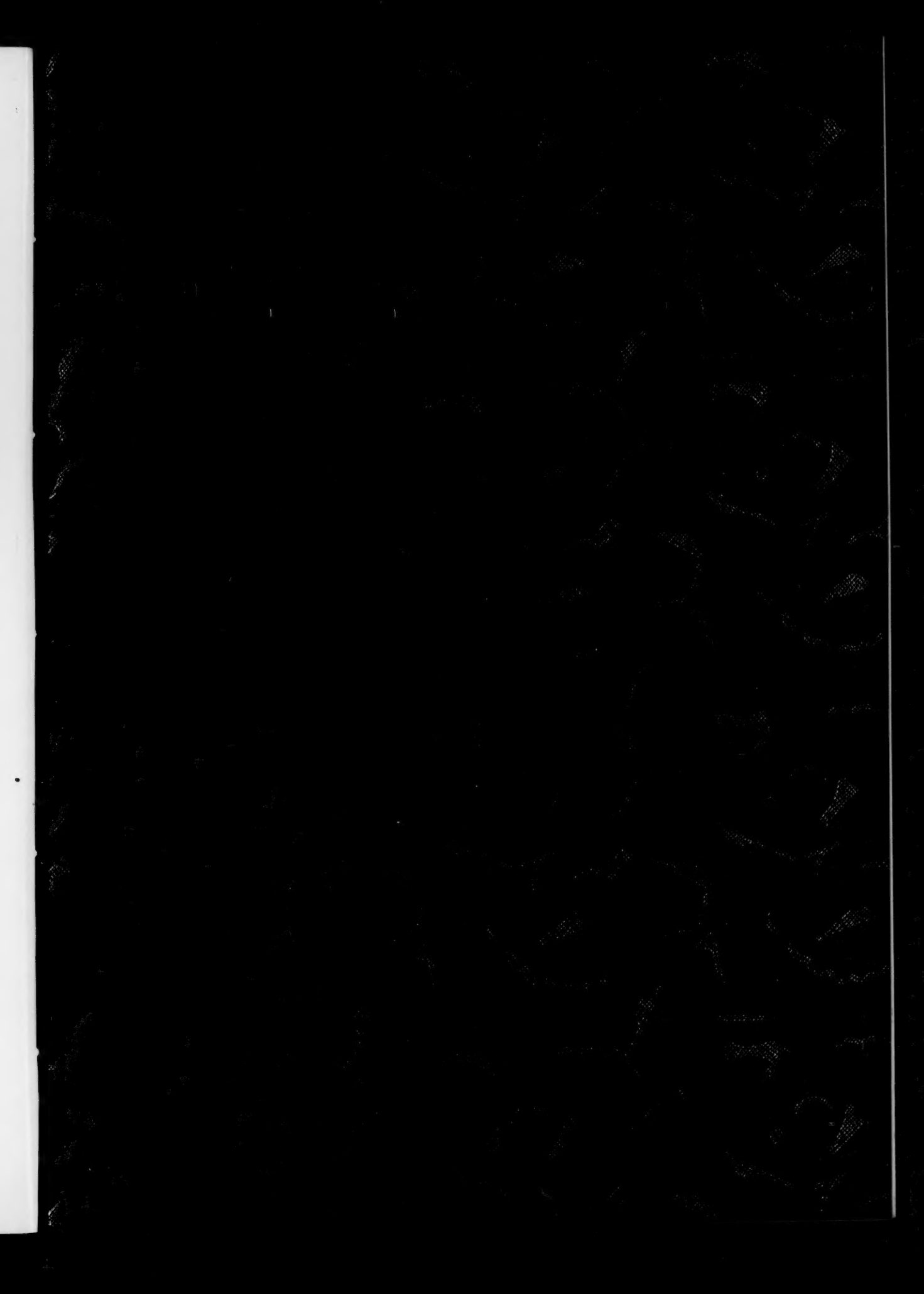
# Standard

**SEALING EQUIPMENT CORPORATION**

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.  
208 West Washington St.

C. S. duMont  
Windsor House  
Victoria Street, S.W.1  
LONDON, ENGLAND



# There Is No Substitute

What package paper permits no substitute?  
Discriminating paper buyers have, for  
years, been choosing papers designed and  
created by Louis Dejonge & Company.

The reason? — Merely this — they have  
found the highest standard of excellence  
rigidly maintained, both as to originality of  
design, and quality of paper.

This continued use of Dejonge Papers by  
leaders of the industry is proof positive that  
we have successfully maintained the high  
standards which have ever been our major  
claim for patronage.

## LOUIS DEJONGE & COMPANY

Philadelphia

New York

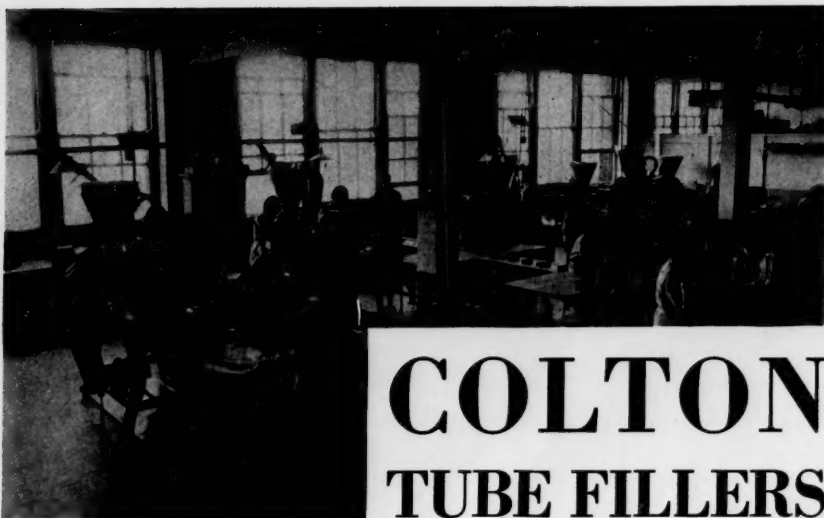
Chicago











## COLTON TUBE FILLERS

**CHOICE OF  
AMERICAN  
INDUSTRY**

**T**HE COMFORT MANUFACTURING COMPANY, of Chicago, specialize in the manufacture and packaging of tooth paste, shaving cream and other toiletries under private brands. These illustrations show Colton tube filling, closing and clipping machines in their plant, giving a capacity of over two hundred and forty tubes a minute. Preparing tubes, as these machines do, for both cartoning machines and hand cartoners, a delay at any stage necessitates not only the labor of a mechanic and the loss of operating time for the filler but the loss of the time of half a dozen or more hands down the line.

For this reason, among others, Colton Tube Fillers are employed. They can supply the next machine on the stage with enough perfectly filled and closed tubes to keep it continuously busy. At the Comfort plant, as in scores of others, they are doing this daily. They can do so for you, too. For complete satisfaction in tube filling . . . . turn to Colton.



**Arthur Colton Company**  
2604 East Jefferson Ave.,  
Detroit, Michigan



# ... Einson-Freeman double-tier container patent again sustained by U.S. district court

*In an Interlocutory Decree dated June 12th, 1930, Einson-Freeman Co. Incorporated, plaintiff, vs. Frank A. Bohnig, defendant, as infringers of the double-tier patent in suit, it has been ORDERED, ADJUDGED AND DECREED:*

**T**HIS decision fully protects the basic rights of the Einson-Freeman Co. Inc., on the double-tier container. It is definite protection to those of our clients who recognize the distinctive sales producing value of this device. Among our many customers who have adopted the double-tier container for their products are the leaders in some of the most important industries of America.

The distinctive features of this device are:

It ships compactly; it sets up instantly; it takes but a third of the usual counter space; it shows two tiers of products; it has thrice the advertising space; it receives attention quicker; it gets up, stays up and *sells*.

*(Our basic patent is No. 1,428,226, dated September 5, 1922. All infringers thereof will be vigorously prosecuted).*

1. That Letters Patent of the U. S. upon double-tier display devices No. 1,428,226 dated September 5, 1922, being the Letters Patent in suit, are good and valid in law.

2. That the plaintiff, Einson-Freeman Co. Inc., is the sole and exclusive owner of the entire right, title and interest in the said Letters Patent.

3. That the defendant has infringed on claims 1, 2 and 3 of said Letters Patent and has violated the exclusive rights of the plaintiff thereunder by selling, using or causing to be sold or used display devices embodying and containing the invention of said Letters Patent.

4. That a Writ of Injunction of the Court directed to the defendant, perpetually enjoining and restraining the defendant, his associates, attorneys, clerks, servants, agents, workmen, employees and confederates from directly or indirectly making, using, selling or causing to be manufactured or sold or threatening to manufacture, use or sell display devices of the type heretofore manufactured, sold or used by the defendant described and known as plaintiff's exhibit No. 1,428,226, embodying the invention of claims 1, 2 and 3 of said Letters Patent, and from any wise infringing said Letters Patent, or contributing by others or conspiring to so infringe said Letters Patent in any way whatsoever.

5. That the plaintiff shall have judgment and execution against the said defendant.

Specializing  
in window and  
store display  
advertising

**EINSON-FREEMAN CO., INC.**  
LITHOGRAPHERS  
511 EAST 72ND ST., NEW YORK CITY

BOSTON OFFICE - 302 PARK SQUARE BUILDING



HEINZ MUSTARD AND A HOST OF OTHER GLASSED  
FOOD PRODUCTS ARE LABELED ON O & J LABELERS

*Wherever  
you find large  
production and  
accurate labeling*

**You will find O & J Labelers**

Heinz Mustard and other products in the well known "57 Varieties" line are labeled on an O & J Duplex Labeler which has been in continuous operation for 3 years. Leaders in every line use O & J labeling equipment because it "gets out the work" with speed and without annoying and costly



delays. The "Duplex" has a capacity of 120 containers per minute or 4800 dozen per eight-hour day.

O & J Labelers assure smooth, accurate labeling—every label is affixed in the same position on the containers. This gives a "quality appearance" to the product when on dealers' shelves and increases the buying appeal.

Not only increased production and accuracy are assured with O & J Labelers, but labeling costs are also reduced. \$1,390.00 a year for each machine is the saving of one prominent manufacturer. A reduction of 49% in labeling costs over previous methods.

Our representative in your territory is qualified to analyze your plant and submit recommendations that will speed up production and effect similar savings for you. A note on your letterhead will bring him.



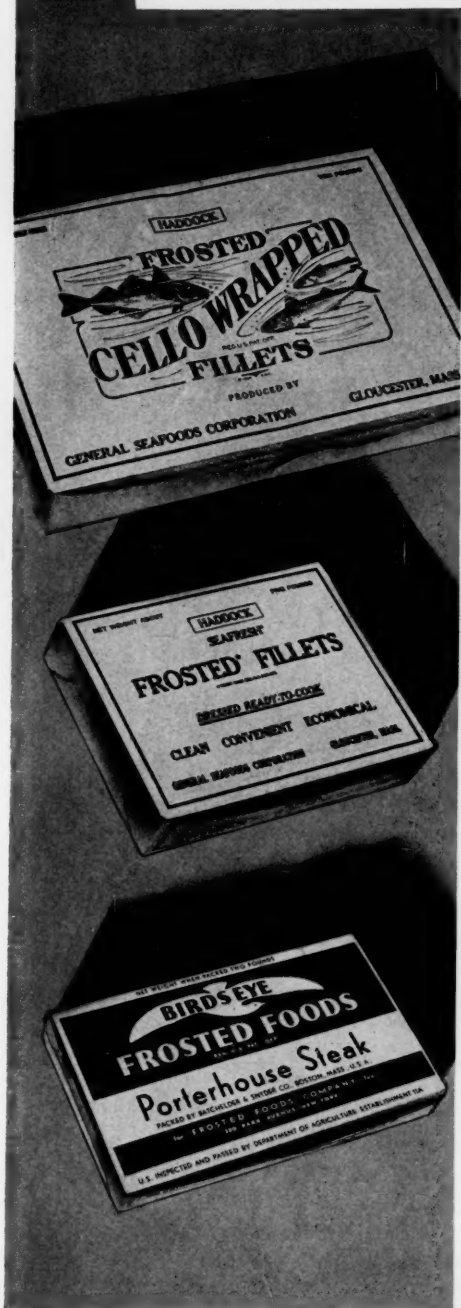
**THE O & J LABELING MACHINE COMPANY**

60 Ellsworth Street

Worcester, Massachusetts

# RUSSELL MADE BOXES

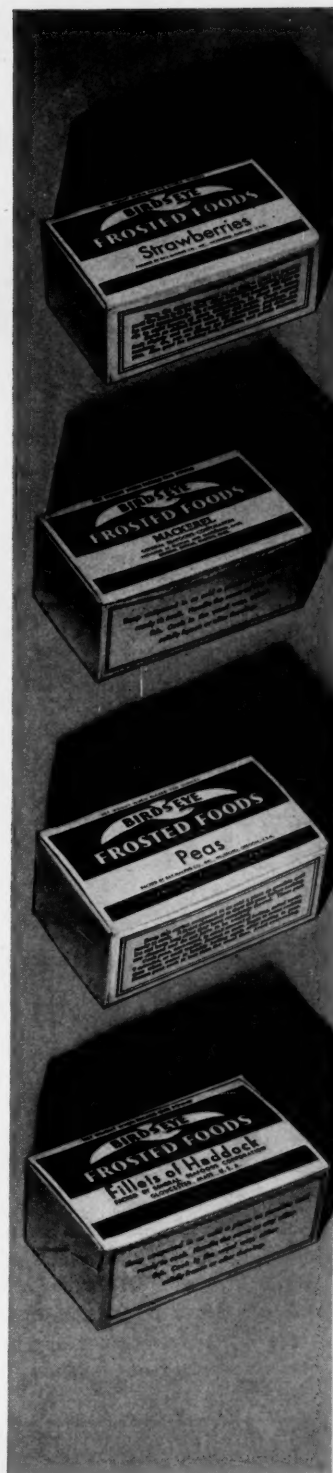
## PACKAGE QUICK FROZEN FOODS



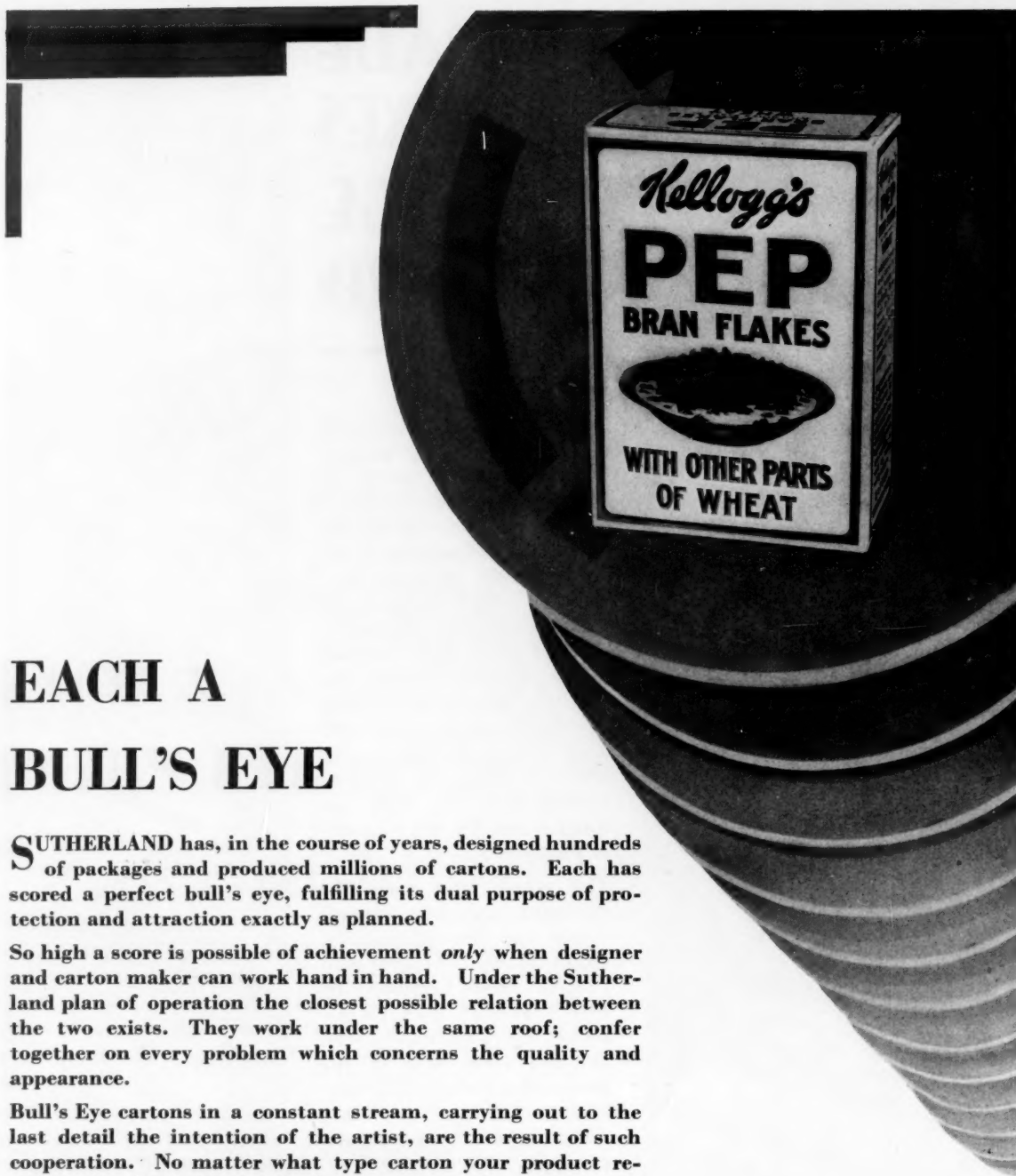
THE Birdseye Process of Quick-Freezing requires a package able to stand up under adverse conditions of all sorts. The carton for quick-frozen foods must be able to hold meat or fish, fatty or greasy articles. It must go through a temperature of forty-eight degrees below zero and remain on ice or in refrigerators for days or weeks, and it must still bear its fresh appearance while it rests on display. Finally it must hold out until it reaches the customer's kitchen.

The sturdy and beautiful packages created for General Foods and its subsidiaries, General Sea Foods and Frosted Foods Company by the Russell Box Company have been tested through every step in the production and sales of Quick-Frozen Foods. They have met the test in every particular.

Thus the Russell Box Company has again demonstrated its ability to meet and conquer the unusual problem in boxmaking design and construction.



# RUSSELL BOX COMPANY WALTHAM • MASS.



## EACH A BULL'S EYE

**S**UTHERLAND has, in the course of years, designed hundreds of packages and produced millions of cartons. Each has scored a perfect bull's eye, fulfilling its dual purpose of protection and attraction exactly as planned.

So high a score is possible of achievement *only* when designer and carton maker can work hand in hand. Under the Sutherland plan of operation the closest possible relation between the two exists. They work under the same roof; confer together on every problem which concerns the quality and appearance.

Bull's Eye cartons in a constant stream, carrying out to the last detail the intention of the artist, are the result of such cooperation. No matter what type carton your product requires, the Sutherland organization can produce it to meet your desires because of the Sutherland plan of coordinated carton production. Consult Sutherland for better cartons.

NATIONALLY KNOWN  
NATIONALLY USED

# Sutherland Cartons

MANUFACTURED BY

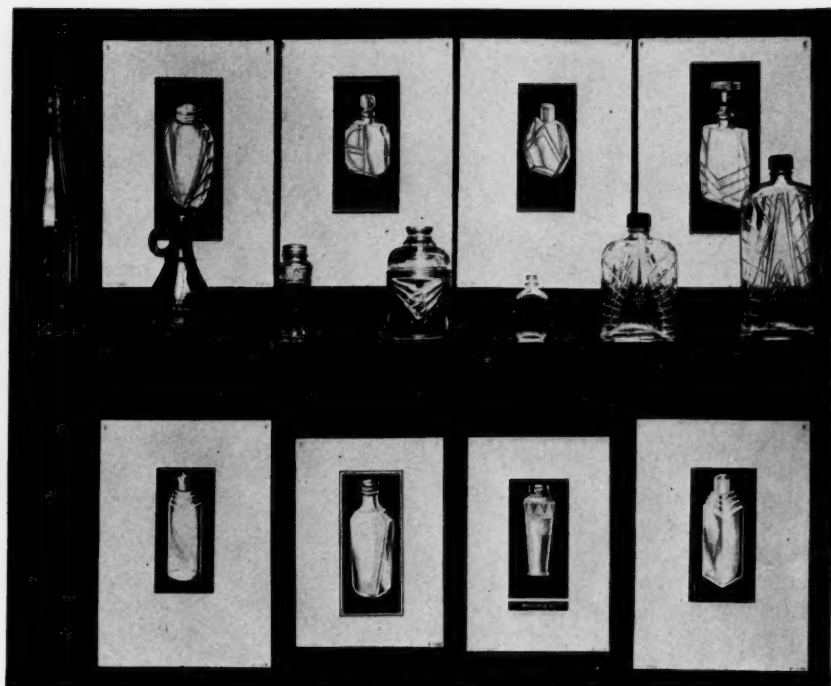
**SUTHERLAND PAPER COMPANY**

Main Offices and Mills KALAMAZOO, MICHIGAN

# MODERN PACKAGING

July, 1930

VOLUME THREE  
NUMBER ELEVEN



*A portion of the exhibit in the Toledo Art Museum*

## Glorifying the Glass Container

**Incorporating Simplicity of Line and Decoration and Proportion of Area Ratios,  
the Design of Modern Bottles Follows Closely That of Earlier Art**

*By E. W. FUERST*

*Stylist and Designer, Owens-Illinois Glass Co.*

**T**HIS age of art with its ever-present touch of modernism has reached out to all lines. It was not long ago, when we spoke of the artistic, our realm of thought was definitely limited. The change, however, from the narrow field of artistic thought in which we lived has expanded in recent years to an almost unbelievable degree and the term "art" now

applies to a wide range of subjects and objects, even to merchandise. This new application of art which embraces such an expansive range has resulted in a public consciousness of distinctive motives with the result that passé styles and designs have speedily been relegated to the obsolete classification.

For instance, motor car design in the past few years





*Four bottles of unusual design*

has gone through a period of transition which can readily be seen by comparing the current car styles and their modernistic motif with those of a few years ago; architecture has likewise received a deft touch of art; clothing styles must be smart to win popular appeal. In fact, never before in history has the important matter of artistic design received so much technical attention even in articles of merchandise.

Nowhere is this fact better exemplified than in the present exhibit of the Owens-Illinois Glass Company in the Toledo Museum of Art, one of the most famous art institutions in the world, visited annually by thousands of persons from all parts of the globe. This exhibit, which clearly illustrates the remarkable adaptation of art to the glass container industry, has been made possible through the cooperation of Blake More-Godwin, noted curator of the museum, and other executives of that institution. The interest of such an organization in an exhibit of this kind is a meritorious tribute to the present prominent position that art and modernistic design hold in articles that formerly were looked upon as merely ordinary, holding no place in the field of art.

This presentation of modern products, however, has won the attention and admiration of critical art students who daily visit the Toledo Art Museum, these critics appreciating that even in such articles as glass containers it is possible to apply the artistic without sacrificing the practical usages for which such articles were developed.

The exhibit, which is a novel one in art circles, includes a variety of finished modern bottles and other types of glass containers. But to illustrate that the completion of such designs are not merely a happen-so or make-

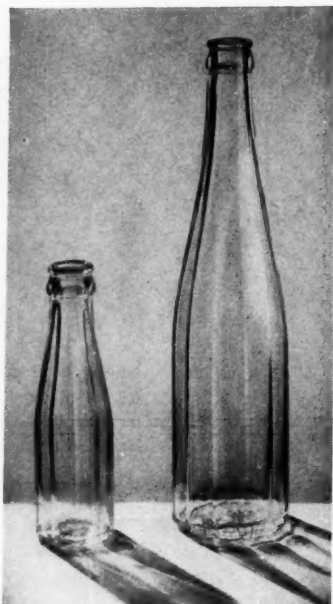
shift, the step-by-step developments of the articles from the rough sketch to the finished product are shown.

IT might seem a bit far fetched to the layman to visualize a pickle container as embracing an art which had its inception in the fundamentals of the design as far back as 600 B. C. Or it may be questioned that the modern catsup bottle or the various other food or perfume containers, which are displayed at the art museum, are based on the theory of proportion and design evolved by the Egyptians and Greeks. But it is true that the keynotes of modern art may easily

be traced to the simplicity of line and decoration, the underlying feeling of motion and the proportionate beauty of form of the ancient art plan of these early people.

In recognizing this scheme, the Greeks dealt in the commensurability of area and not of line, basing their designs on a proportion of area ratios. The close application of this ancient plan as manifest in modern artistic design is definitely illustrated in these new glass products. This scheme of ratios and proportions is found, not only in the highly developed periods of Greek art but as a basic principle in many nature forms.

I bring out these facts to make clear the point that the true designer does not act blindly to achieve the artistic as well as the practical, but that he works from a definite basis. In our effort to develop designs upon an intelligent basis, we have gone into a detailed study of these ancient methods and our creations incorporate the same detailed and careful study of design that is characteristic in the (Concluded on page 66)



*Examples of good proportion in design*



*A group of glass containers of new design*



# Packages in the Spotlight



The Kismet hosiery box shown above is lithographed in black, blue and gold on white. Made by Kaumagraph Company of New York. ¶The Evergreen tissue is wrapped in green, printed in black, the Charmin in white, printed in lavender. Both by Hoberg Paper and Fibre Company of Green Bay, Wisconsin. ¶An unusual bridge package of transparent soap is shown at upper left. From Embree Manufacturing Company of Elizabeth, N. J. ¶Directly below is shown a new idea in manicuring accessories—the Cu-Vel manicure compact. It is packaged in gold and black and sold by Cu-Vel Company of Philadelphia, Pa. ¶Two new packages for the new cigarette, Wings, are shown at the lower left. The colors are brown, yellow and red. Sold by Brown and Williamson Tobacco Corporation. ¶The two Mastercraft boxes shown at the right are in black and red. Manufactured by the Wright Bros. Paper Box Company of Fond Du Lac, Wis.

# EDITORIAL

## Following Up Package Strategy

**T**HE story is told of Napoleon that, following a brilliant victory which was won by one of his armies, he received a dispatch from the general in charge of that division, relating the full details and couched in terms which requested, concisely but respectfully, a reply of commendation. The returning courier brought a brief verbal message from Napoleon: very good, but what did the general do the next day? Students of history, who are sticklers for veracity, may question the wording or facts of this story. To us, at least, it points a moral or, if you will, an object lesson.

A manufacturer of products spends time, effort and money in producing an outstanding package to contain his merchandise. He marshalls all of his forces in battle array to enter the contest of sales, and emerges successfully from that encounter. His adversaries or competitors have gained, no doubt, a knowledge of the strategy that made him victorious; whatever part his package may have played in his success is revealed. Unquestionably they will adopt similar weapons and methods of attack. Is he to rest on his laurels or does he continue to carry on, maintaining the position he has won?

In the ever-waging battle for sales, the wise manufacturer overlooks not one single factor that may keep his goods in the ascendancy. His package of today may tomorrow be as obsolete or useless as a muzzle loader against a modern machine gun. He cannot remain smug or satisfied with one victory but he must "keep everlastingly at it" to maintain the advantage over his competitors. Once attained, the holding of this position is not a difficult one, as measured in dollars and cents. There are ample examples of packages now on the market, which show but little change from the original design although these changes are such as to demand attention from the buying public and hold the same interest that was shown toward earlier editions.

## This Tariff Thing

**E**CHOES of the discussion, pro and con, regarding the passing of the tariff bill are still with us and will continue until other measures of more economic or political importance are cast into the arena of public controversy. What the outcome will be, as measured in terms of effect on business, is still a matter of conjecture at this stage, although it must be admitted that such a situation, with the public in a state that can hardly be classified as stable, is far from being a satisfactory one.

Secretary Lamont in a recent release points out that past experiences with other tariff passages, for which dire results were predicted, showed no unhealthy out-

come as exports of finished manufactured goods actually increased. Reductions in imports and exports during the latter part of 1929 were due, he says, to the general recession in business and a reduction in prices, rather than to any direct effect of the then pending tariff measure. Every country, including our own, shows concern when other countries propose increasing their tariff. He points out that three existing factors—the steady growth for many years of both exports and imports, in spite of increases in previous tariffs; the relatively small percentage of our imports to which the protests of our foreign friends apply, and the availability of a workable, flexible clause in the new bill to adjust unfair situations—will tend to prevent any retardation in the growth of our foreign trade.

On the other hand we learn that the passage of the bill has influenced not only the trend of business but also the trend of mind in Europe. It is pointed out that this bill will make it entirely impossible for Europe to sell her goods to America, or at least curtail her financial status to such an extent that economic conditions will be seriously impaired. The foreign press has openly talked reprisals, manufacturers are already voicing this sentiment and are advertising to push their own goods at the expense of manufacturers in the United States.

As to the effect on exported packaged goods it is too early to foretell what may take place. Many domestic companies have already established manufacturing and packaging facilities abroad so that unless definite boycotts are raised against their goods there can be no detrimental result in their foreign sales. Many of the foreign packages now imported will successfully meet competition with American products that sell at lower prices because there will continue to exist that urge for imported merchandise, particularly in the luxury lines. One result which can be expected if the tariff barriers are such as to slow up the interchange of packaged goods will be that greater promotional sales efforts toward domestic consumption of packages can be expected. Our inquiries among suppliers of package machinery, equipment and supplies show that there has been no slackening in most of these lines, and many report that actual business and inquiries are particularly active considering the slackness of the season.

## The Package as a Progressive Entity

**O**UR attention was attracted recently to an advertisement cautioning buyers to beware of "strangers" on the shelves and counters of retail stores. The plea is for advertised goods of recognized brands and, logically enough, is made by a nationally known publication which carries a formidable volume of such advertising.

We have ever been a believer in advertised goods and heartily concur in the statement that "even advertising cannot sell an unworthy product twice." But how about the product of quality which seeks an initial recognition and lacks the wherewithal to conduct a substantial advertising campaign? It must have a beginning, for few products have sprung, meteor-like, into prominence. There is usually the brief introductory period when the goods are "tried out" in sectional localities, or some such modest sales effort is attempted. Perhaps the copy writer in the above instance had no such thought in mind—he merely wished to draw a contrast between goods that had already reached a wide or comparatively wide distribution.

In the initial stages of the distribution of any product there can be no greater impetus to sales than the attractive, distinctive and compelling package. The package is unquestionably the most economical introduction for a product because it combines convenience with attention value. As distribution of that product increases, due to quality recognition and advertising promotional aid, the package still continues to function as a valuable sales link; its effectiveness is increased through the reproduction of the package in advertising copy.

We view the package as a progressive entity; therefore it is most essential that design and appearance are such as to be of lasting effectiveness. This does not mean that a selected design should remain unchanged. On the contrary, good judgment recognizes the need of keeping a package up to date, changing certain details that will reflect the quality of the contained product and at the same time preserve its identity through the use of an easily recognized feature of the former package. In this contention, we believe, all advertising media will concur, for it is a leaf out of their own experiences that copy be expressive and create the desire to buy. A package should therefore deliver its own sales talk, in language that all can understand and in keeping with the times and the language today—expressive in color, harmony and form of design.

### The Rising Curve

TO the doubters of packagery a 1930 consumer analysis recently issued by the *Milwaukee Journal* will prove most enlightening. This analysis considers over one hundred products and their distribution within a given area which can be taken as a typical section of retail buying. It is not a hit-or-miss collection of statistics but a carefully and accurately compiled treatise that presents a true picture of facts, a study of buying habits that is convincing and of real value.

Expressed in percentages and delivered in the style that is best exemplified by Floyd Gibbons, the data on packaged goods is as follows, the comparison being that of the year ending January 15, 1930, with a similar period the year previous, stated in percentages of all families: The consumption of packaged coffee increased from 60 per cent in 1929 to 67.5 per cent in 1930; tea, 46 to 46.6, while coffee substitutes decreased from 11.4 to 10 per

cent. Breakfast foods of various kinds shows an average increase of about six per cent; canned beans increased from 85.2 to 86.1 per cent; chocolate malted milk an increase of 32.7; catsup, 87.2 to 89.6; soap, 88.5 to 90.2; canned milk, 36.3 to 41.5; mayonnaise, 52.5 to 56.3, while malt syrup (due probably to the activities of the temperance advocates) shows a decrease of 27.1 to 20.8 per cent. Baking powder fell from 98.6 per cent to 98.1, likewise cake flour from 35.6 to 33.1. Macaroni increased from 31.8 per cent to 32.4; noodles, 48 to 58.2, while spaghetti dropped 65.2 to 64 per cent. Soda crackers took a jump from 62.7 to 73.1 per cent and their affinity, cheese, did likewise, 52 per cent to 54.1. Packaged bacon showed a substantial increase from 33.1 to 46.9 per cent. In the soap group we find soap flakes rose from 68 to 79.8 per cent, cleansing powders 64.8 to 71.6 and plain soap 97.4 to 98.3 per cent. Cigarettes increased from 63 to 69.4 per cent, while toothpaste (probably due to Amos 'n Andy) showed a rise from 95.3 per cent to 95.9; mouth wash, from 71.2 to 78.3 and shaving cream dropped from 67 to 66 per cent.

This brief summary clearly indicates a trend that can have but one result—a rising curve that expresses the advances now being made in the use of packages in the retail distribution of goods.

### Why Not More Packaged Chemicals?

WE were told some time ago that "packaged chemicals will bear watching." It is not difficult for us to believe this because there is already ample evidence that this form of distribution to retail and, to a more limited extent, to industrial consumers is well under way. Then, too, we have preached consistently, and believe just as thoroughly, that every commodity can be packaged advantageously.

One of the foremost publications of the chemical industry, *Chemical Markets*, in discussing the question of packaged chemicals points out that "If the invasion of commercial marketing continues, what vast effects it will have upon the chemical industry! It will seriously disturb existing industrial consumption. It will turn chemical sales methods upside down." No doubt, but this will not be the first occasion when a public demand for or an acceptance of packages has caused a similar reaction. In the adjustment it will probably be found, as elsewhere, that the industry, as such, will suffer no disadvantageous or permanent set-backs.

A subsequent article in the same publication includes expressions, pro and con, from leading individuals in the industry. From these expressions the sentiment seems to be equally divided although there is a hesitancy, and we think a logical one, to apply the same light of reasoning to industrial consumer acceptance of the package as to the retail buyer. "In general," states one contributor, "the industrial consumer is too keen a buyer to pay very much extra for a package. The success of package sales would seem to lie in the personal and household consumer; in other words, the great American public." And this, we think, is the milk of the coconut.





## Quick-Freezing Packaged Perishables

Lined, Waxed Cartons, Wrapped and Heat Sealed, Provide Successful Containers for Protection and Storage of Flesh Foods—Description of Packaging Methods

By CLARENCE BIRDSEYE

A new industry is here. Quick-freezing of packaged perishable foods has passed from the laboratory to the commercial stage, and has met with real success. One large food corporation, whose activities eighteen months ago covered "dry groceries" only, now distributes a broad line of quick-frozen perishables, including many kinds of meats, poultry, seafoods, vegetables, and small fruits. All of them are "dressed ready to cook," and sold in sealed paper packages.

The United States has long led the world in preserving foods by refrigeration and our urban population is largely dependent upon certain "cold storage" foods. Nevertheless, an impartial observer must admit that as a rule even the best slow-frozen seafoods, meats, and poultry are not as good as fresh products of the same class. If this were not the fact, frozen foods would not sell at a lower price than fresh products of the same

kind through the same retail distribution outlets.

In recent years, however, it has been found that the inferior quality of frozen foods is not due merely to the fact that they are frozen, but rather to improper methods of freezing, packaging, and storing. By improved methods, and new ways of packaging, a great advance in freezing practice has been brought about; and it is now definitely known that frozen flesh products of practically every kind may be, even after months of storage and shipment for thousands of miles, exactly

the same quality as before they were frozen. Obviously, methods which accomplish such results will have a tremendous effect on the packaging industry.

IN order that we may clearly understand why these new quick-frozen products are superior to even the best sharp-frozen foods, we must consider the nature of animal flesh and what happens when it is subjected to low temperatures.



Corrugated fibreboard shipping container and individual cartons of quick-frozen product which completely fill it. Such a package requires only 30 cu. in. per pound of contents

All flesh is composed of a multitude of tiny elastic-walled cells, filled with jelly-like fluid containing in solution various salts. This jelly-like cell material, because of its salt content, does not freeze homogeneously. Instead, fresh water ice crystals begin to form throughout the cell substance, and in the moisture of the inter-cellular spaces, as soon as the temperature gets down to about 31 deg. F. As the temperature is further lowered, more and more of the liquid is frozen in the form of fresh water ice, leaving behind ever more concentrated solutions of the various salts.

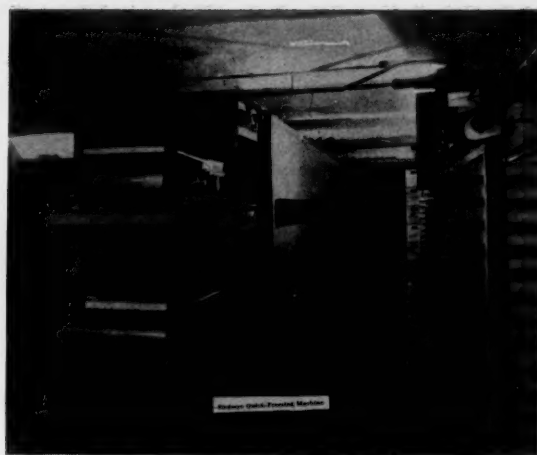
It is a law of chemistry that the more slowly crystals are formed the larger they become. Therefore the size of ice crystals in frozen flesh increases with the time required for freezing. Products frozen slowly contain large ice crystals, which disrupt the tissues, piercing and tearing the delicate cell walls and reducing the flesh to a porous, pulpy mass. When such slow-frozen foods are thawed, the juices escape and carry with them much of the soluble protein and mineral matter, making the product unattractive in appearance and more or less lacking in flavor and food value.

But if flesh is frozen with extreme rapidity—that is, if the moisture in each individual cell is congealed in minutes rather than hours—the ice crystals are not given time to build up and are so microscopical that they cannot tear the cell structure or otherwise damage the tissues. Such quick-frozen products when thawed are the same as before they were frozen. The flavor, appearance, food value, and keeping qualities are unaltered and the product when ready for preparation retains all of its original components.

We may, therefore, describe a quick-frozen product as one which has been frozen so rapidly that the contained ice crystals are too microscopical to cause damage. In the writer's opinion this quick-freezing may best be accomplished by packaging the product compactly in a comparatively flat container and then extracting the heat by conduction through cold metal plates pressed into intimate contact with opposite flat sides of the package.



*Mechanically refrigerated display and storage unit for use in stores handling quick-frozen packaged products. The storage space is under the display section and is available from the back of the case*



*Birdseye double-belt quick-freezer. The upper belt is controllably pressed against products placed on the lower belt, and very cold calcium brine is sprayed on the outer sides of the belts but prevented from penetrating between them*

**B**UT quick-freezing alone will not insure the delivery of a perfect product, for most foods are either seasonable or must be shipped long distances before reaching the consumer, and must, therefore, be protected from deterioration during storage and distribution. Let us consider, first, the two principal problems involved in cold storage.

Desiccation, of course, is one of the most serious problems and is due to the passage of moisture-vapor from the product, through the air, to the refrigerating medium. Desiccation causes serious shrinkage, ruins the appearance of the product, and adversely affects its flavor.

Oxidation, or rancidity, is another serious form of deterioration and is caused principally by the oxygen in the air coming in contact with the product. Oxidation is greatest in slow-frozen flesh, because the walls of the fat cells are ruptured, and the fat is thus made more readily available for oxidation.

Damage during storage may be minimized or entirely eliminated by properly packaging the product before it is quick-frozen, thereby preventing loss of moisture-vapor and contact with the air of the storage room. It is essential that the products be packaged before rather than after freezing, because individually frozen pieces are unyielding and of irregular shape, and cannot be fitted compactly into cartons. We have experimented with a great variety of methods of packaging and believe that the best package now available for flesh foods is a comparatively flat rectangular waxed cardboard carton, lined with either waxed vegetable parchment paper or moistureproof transparent cellulose, and wrapped with waxed glassine paper, heat sealed. Such a package protects its contents against desiccation and oxidation, and can be cold-stored almost indefinitely.

**M**ORE often than not, frozen packaged perishables are consumed several hundreds, or even thousands, of miles from where they are produced. Yet they must not be allowed to thaw until they reach the consumer.





*Individually transparent cellulose-wrapped random-weight mackerel fillets packed into a net weight 10-lb. dealers' carton and frozen in the carton*

Usually shipment is made in refrigerator cars, but small lots are frequently shipped by express or even parcel post. Compactly packaged flesh products contain within themselves a large amount of refrigeration, and if placed in well-insulated shipping containers may be safely transported for long distances. For this purpose ordinary corrugated fibreboard containers, with the proper number of pads and liners, are admirable. Corrugated fibreboard has about the same insulating value as good sheet cork, and is light, strong, and inexpensive. Such a container having an aggregate wall about an inch thick and holding fifty pounds of food costs less than twenty-five cents, including two-color printing and all labor in connection with setting up and closing. It will stand shipment by freight or express, and even in the hottest weather will keep its contents hard frozen for at least three days—and perfectly fresh, though partially thawed, for twice that long.

We make our car-lot shipments by refrigerated freight in ordinary meat cars. In cool weather it is not even necessary to ice the bunkers unless the shipment is to be in transit five days or more. In summer we have no trouble in shipping seafoods from coast to coast without having any part of the shipment thaw. Obviously, however, if less compactly packaged products, such as those which have been frozen singly and then wrapped and packaged, are to be shipped long distances they must receive greater protection, mechanically refrigerated cars frequently being employed.

**O**BVIOUSLY the dispensing of packaged perishables must be as carefully protected as the other steps in getting the products from the producer to the consumer. Where a dealer carries only one quick-frozen product, such as haddock fillets, it is possible for him to watch the condition of the product carefully and deliver it without deterioration to the consumer. This has been proved by the tremendous increase in sales of quick-frozen fish fillets without the aid of mechanically refrigerated display cases. The case is different when the dealer attempts to handle a variety of frozen products.

He must then keep them constantly under ample refrigeration, or else a percentage of them is bound to spoil. Moreover, no one product is likely to provide sufficient sales volume to justify the use of an expensive low-temperature case; but a more or less complete family of frozen perishables will earn a handsome profit on such equipment.

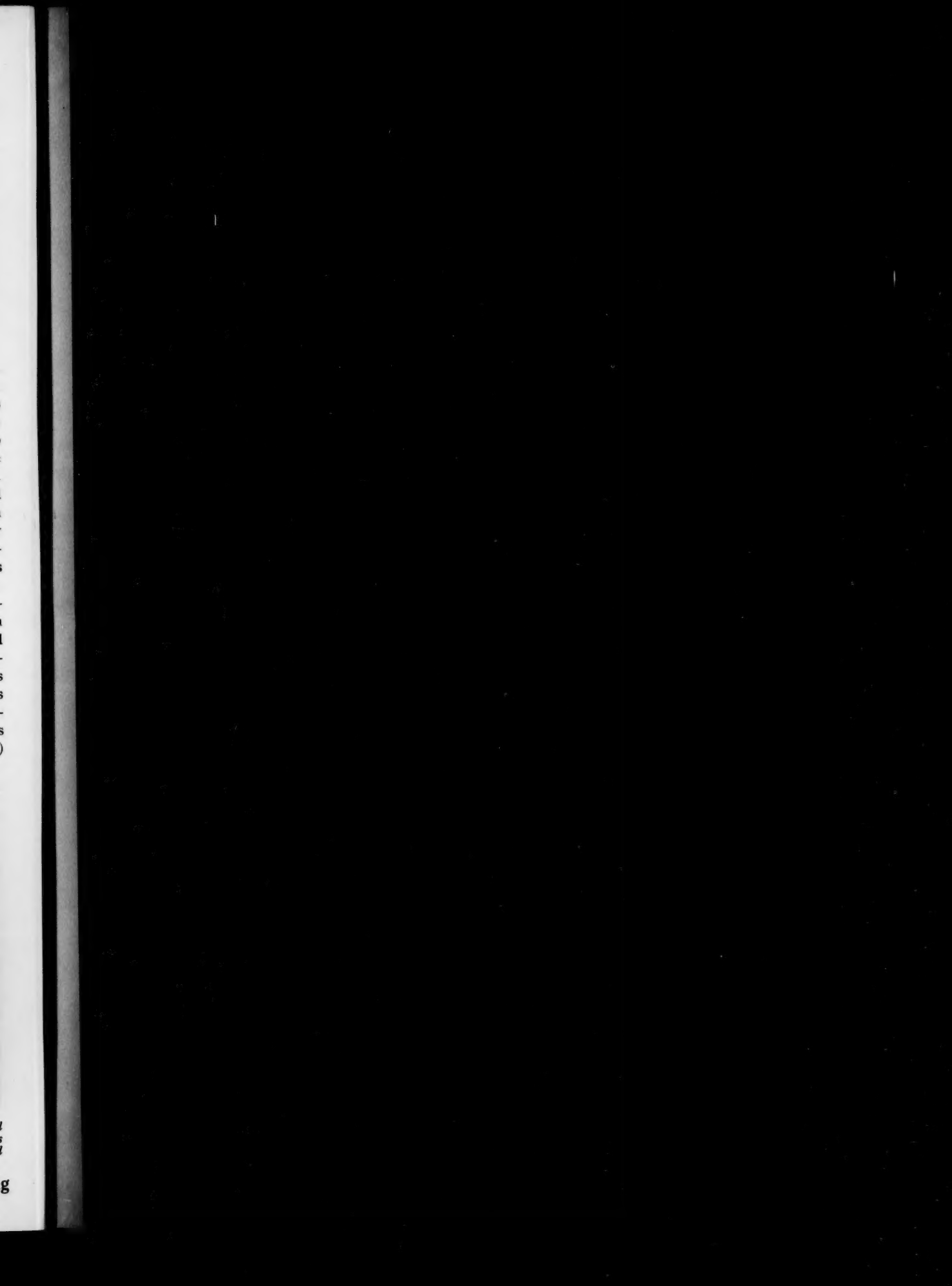
As was to be expected, much confusion has attended attempts to develop mechanically refrigerated low temperature display and storage boxes. But although the effort is little more than a year old, substantial progress has been made and certain basic considerations are becoming generally recognized. The General Foods Corporation has marketed a great variety of quick-frozen products, and its experience in this connection is interesting.

We believe that the low temperature boxes should be separated into display and storage sections. The former will be used only for display purposes, whereas the latter may serve for both storage and dispensing. Little, if any, scientific work has been carried out to determine the maximum temperatures which it is safe to carry in these two sections, but we have found that if the display case is held at from 16 to 20 deg. F. and the storage box at from 4 to 8 deg., almost any frozen product will be kept in excellent condition. Obviously the reason for holding the storage box at a lower temperature than the display section is that the products will be held for longer periods in the former.

The display case must have the maximum of well-lighted display area and should have the convection currents reasonably well controlled. The storage and dispensing section may be located either under the display case or in a different part of the store—perhaps against the wall back of the display case. In this storage section maximum availability is the most important consideration, and we have found that drawers serve this purpose admirably. (Concluded on page 58)



*Single frozen fillets, frozen from one side only, wrapped and ready to be placed in a shipping container. This product requires approximately 90 cu. in. of shipping container space per pound*







### *You and Your Artist*

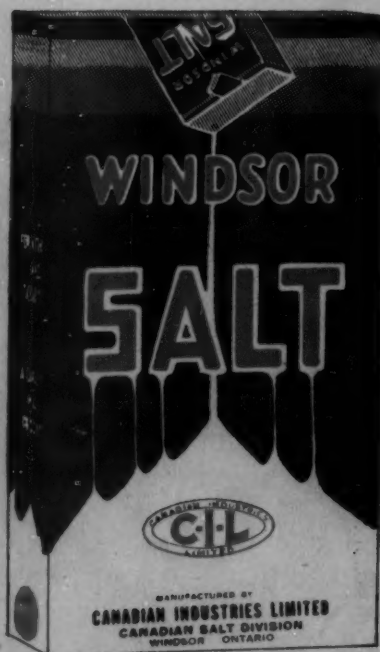
have spent many hours, and more money than we ought to mention, designing a package fit for your product. It has at last become an exact picture, on the drawing board, of what you have pictured in your mind.

But when it gets into the hands of the printer . . . what then? The choice between an approximation of your desires and perfect reproduction is yours to make. Any old inks will make any old plates give a "fair" reproduction. But TRIANGLE INKS, being made particularly for box and carton work, will alone give you the assurance of a perfect print job; one which will look as fine as your artist's drawings.

Specify TRIANGLE INKS in your next order for printing . . . or let us put our color books on your files. We will be glad to do so and, further, to consult with you on the solution of your particular color problems.

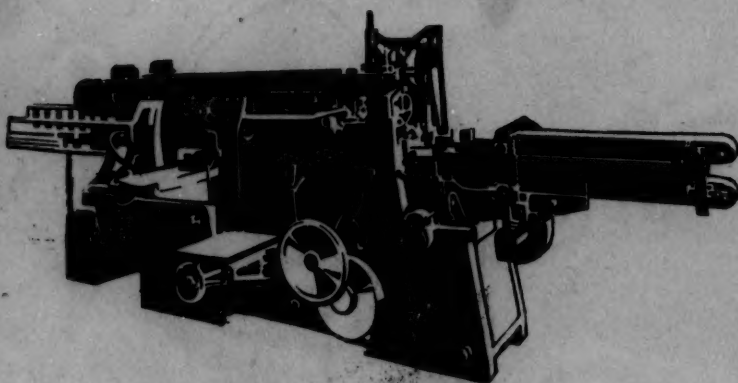
**TRIANGLE INK and COLOR CO. INC**  
 26-30 FRONT STREET      BROOKLYN NEW YORK

# IN PRODUCTION



It's Uniformity

That Counts



A Research Laboratory, working in the interests of one of the larger food manufacturing combinations and in search of a package of maximum tightness, thoroughly investigated the various forms of paper packages and finally decided that the Stokes & Smith tight-wrapped package was the only one which would completely meet their need.

Forty . . . fifty . . . sixty . . . yes, even seventy packages per minute. Each succeeding package as uniform as the one before. No costly breakdowns to interrupt the constant rhythm of the machine. An endless stream of perfect tight wrapped packages. That's the story of the Stokes & Smith Tight Wrapping machine in the Windsor plant . . . and in dozens of other plants throughout the world.

Manufacturers are daily discovering the vast possibilities of Stokes & Smith tight wrapped packages, the advantages of a complete seal for their products, the unlimited advertising value of the colorful wrap . . . a typical Stokes & Smith package, one that guarantees the quality of the product and the integrity of the manufacturer.

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## STOKES & SMITH COMPANY

### PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.  
LONDON OFFICE—23 GOSWELL RD.

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# Packaging, Plus

New Conditions and New Influences Combine to Make Practical the Consideration of Accessories to the Container Proper

By WALDON FAWCETT

IF any person is skeptical of the theory that fashions rotate and recur, in more or less regular cycles, one of the latest developments in the packaging art is here to contradict and confound him. It is quite in line, this new style twist, with the logic that there is little under the sun that is really new. Or, at least, that absolute innovations are few and far between. If industry, any industry, is to bow to the demand for eternal change, it may accomplish it only by rejuvenating and revising the passing fancies of earlier days.

The renaissance that has just come upon packagedom is a revival of the idea of making additions to package dress solely for the sake of appearances. Oddly enough, this technique, when it was the vogue years ago, was rather heavily scored as being expensive, cumbersome and bothersome. But, that was a more puritanical age, speaking in package terms. Package designers and packers of this generation are more reconciled to the idea of paying money and taking trouble for the sake of creating "atmosphere" in a package form and heightening the sentimental appeal.

Surplus packaging is also more ably defended than it was in the old days when the selling power of the package had not been so forcefully demonstrated. It is pointed out that if there is warrant for the impulse of the average human being to invoke the aid of the ornaments and non-essentials which contribute to smart address, it is no less defensible for the package to revel in the frills and furbelows, such as ribbons, sprays of artificial flowers, ornamental seals, etc., which round out the "party dress." Clothes may not make the package any more than clothes make the man but the little touches in the package toilet may be eloquent of taste, elegance, discrimination and a sense of harmony.

According to our thesis, packaging, plus, was due to come back some day, anyway, under revolution of fashion. But it is particularly understandable why it has rebounded at this juncture. The call to packaging "with extras" has come in the wake of the rise of gift packaging. In a recent number of MODERN PACKAGING a member of the trade gave the sound advice that the gift package should look the gift rather than stand dumbly before the prospect as a commonplace utilitarian carrier of merchandise. Just here you have the cue of the emerging school of latter-day package embellishment.

IN order to fairly appraise the place of ornate, superimposed, adornment in the current package scene

it is to be borne in mind that the ends of gift showmanship may be served by an alternate means. The gift spirit may be expressed by the sheer luxury of the container. Or, in some instances, by the implication of a primary use or an after-use that is calculated to stress the "remembrance" element as in the case, for example, of the toilet goods container which is adapted to permanent employment as a jewel case or cigarette box.

If "dolling up" the package is not the only way of communicating gift suggestiveness, there is all the more evidence that the recall of this packaging technique is prompted by a belief on the part of its pioneers that there is a place for this species of package glorification in the present package scheme. Or, perhaps, the one-time supposed disadvantages of package extravagance have faded with the span of years. Frankness compels us to confess that certain of the traditional impediments yet remain. A package topped with a bow of ribbon, a bouquet, a droll doll, or what not, manifestly occupies more space than its brother with no out-rider. But, instead of taking too seriously the traditional penalties of packaging, plus, let us have a look at the new conditions and new influences favorable to it.

First and foremost, there is the accumulation of inspiration. In the old days there was Christmas, which called for a sprig of mistletoe, Easter with its suggestion of violets, and the other stand-bys in a narrow holiday symbolism. From that, we have grown to our present brave array of holidays, anniversaries and "occasions"—Mother's Day, Father's Day, Armistice Day, Flag Day, and local festivals galore. Indeed, in this respect, we may be approaching the point where it will be difficult to devise separate and distinctive package entities for all the different feasts and festivals and when packagers may find it necessary, in self-defense, to fall back upon package accessories to carry the special message.

Important as is the influence, the increase in the number of gift-occasions has not been the sole incentive for a return to the perennial recipe for glorifying the package. Changing habits of life, new standards of social prestige, fresh forms of personal expression (applying the personal monogram to everything from cigarettes to motor cars), have all played parts. As one illustration, chosen at random, consider the subtle suasion in the spread of the collegiate idea. College colors have a significance that, in depth and in breadth, was unknown in the old days. All the myriad color combinations of countless alma maters may not be

translatable into container structures but may be expressed in package-toppers.

**P**ACKAGING, plus, is being speeded also by a trend to "premiumizing," and, more especially, by a new technique in premium placement. There is essentially nothing new in the idea of dangling a bonus to attract the package-buyer. No observer of the packaging panorama can, however, have failed to notice the evolution that has been in progress in this quarter. Yesterday, or the day before yesterday, we heard most of prize-packaging and premium-packaging in connection with two classes of merchandising operations. On the one hand there was the catering to children, notably in the case of candy packages, with attendant surprises. On the other hand there was the coaxing of housewives by such expedients as the piece of decorating china packed in a box of breakfast cereal. This homely packaging philosophy yet has its devotees.

Trailing this consumer-version of the free deal into the sphere of packaging, plus, has come the latter-day refinement, which undertakes to premiumize articles that are, in themselves, more or less in the specialty class or the gift category. As an example we may cite the box of chocolates attended by a server that may endure as a sugar tongs. Likewise, the adjuncts for mechanical pens and pencils. This new generation of premiums has brought its own modification of the physical arrangements. At the earlier stage it was customary to keep the premium under cover. Tucked away, more likely than not, in a sealed or closed carton. By the new code, the premium is placed on show for the passerby. Accordingly, there is a new incentive to find an extra that will intensify package appeal.

No doubt, packaging circles were due for a return in some degree to the old faith in packages with "trimmings." Undeniably, though, it is contributing to the fervor of the come-back that modern progress in packaging has found means to overcome what lurked for years as the main handicap of supplementary package dramatization. Perishability of the "props" (to use the stage term)—that was the bogey of the earlier pyramid-ers of package dress. It was all very well, in theory, to deck a package with silks and satins, fragile flowers, glittering chains or gorgeous feathers, but what of this package millinery after it had been exposed to dust, smoke, and the not-too-clean hands of shoppers? Is not the last state of the package worse than had been its first if there were no outside aids to sartorial splendor?

**T**HE escape from this dilemma came with the latter-day perfection of the transparent overlay for the package. Obviously the package with delicate plumage needs a show case for its display. The new-found transparent wrap provides it with just that. The flexibility of the parchment, glassine, or other similar medium permits the wrap to accommodate itself closely to the outlines of the package and its accessories. This is, of itself, a tremendous gain over the old conditions. In less fortunate times, if package outworks were to

find shelter until exposed for sale it was necessary to provide an oversize box. This means an initial outlay that made the game seem scarcely worth the candle and it ran up transportation costs and was wasteful of space in warehouse and retail store. Finally, the overcoat of transparent cellulose or related material, while protecting the package accessories, actually magnifies their lure by imparting vividness and brilliancy.

There are signs which indicate that, in certain lines, packaging, plus, as we have dubbed it, may be the refuge of the more conservative packers who are apprehensive of too frequent adventures in package redesign. Presumably there remain few cave-dwellers who have not been converted to the principle of package redesign as a means of sustaining trade vitality. Even so, there is a certain proportion of the converts who hold that design fickleness is to be avoided, that there is such a thing as overdoing package transformation. Particularly restrained in their enthusiasm are certain packers who have built the "recognition" quality or trade mark value into their packages and who do not wish to sacrifice or endanger loyalty and familiarity by package remodeling too frequent or too radical.

**P**ACKAGE accessories are hailed by some of the cautious as affording just the compromise for which they have been seeking. With external aids to fall back upon the packager need not take undue chances with the architecture of his basic package. Modernization now and then will be necessary, of course. But nothing precipitate. The package accessories may be switched as often as circumstances dictate, adjusting the ensemble to the changing moods and modes, yet holding ever a package background with enough of reminiscence to insure the allegiance of that very considerable public which is concerned to secure the kind it has always bought.

I wish that I might truthfully tell packagers that one of the compensations or rewards of packaging, plus, was to be found in an opportunity to make the eye-catching annex serve as a trade mark for the complete package, or the package contents. Just that idea of capitalizing the extra flourish in package dress has occurred, now and again, to more than one packager. Unhappily, it cannot be accomplished. That is to say, the Federal censors will not recognize a package accessory, non-utilitarian though it be, as a trade mark and the adjunct cannot be registered at the U. S. Patent Office.

One of the first sponsors of an outboard feature to come a cropper was the packager who had the brilliant idea of attaching an original badge to his package, or a distinctive article of jewelry, and establishing its status as a trade mark. It is quickly acknowledged, that the badge, drafted as a bonus, is one of the mediums best adapted to package elaboration. The badge technique has been used repeatedly in this wise, employing fraternal emblems, political badges, convention badges, etc. But even when the badge is original with the packer, and created especially to enhance the package lay-out, it cannot be pedigreed as a trade mark.

The attitude, at Uncle Sam's clearing house for trade marks, with respect to this class of package-trailers is best indicated by the stand taken, officially in regard to "Gold Seal," "Blue Ribbon" and other package riders—or words suggestive of these package riders. No packager can hope to have the Government support him in a claim to absolute monopoly of use in a package accessory. At the same time, Federal authority recognizes the superior rights of the packager who has been the first in his line to popularize a certain package feature as an identifying device. If it can be shown that the public is being deceived or confused by the presence of the same clue on goods of the same class put out by later comers in the field, there is every chance that the customary redress for unfair competition will be granted.

The case, in respect to trade mark recognition is not entirely hopeless, either, for the packager who is clever enough to requisition what amounts to a package supernumerary but one that will pass official scrutiny as being a consistent brand-carrier—an appropriate means of affixing a trade mark. The conspicuous example of the possible success in thus killing two birds with one stone was afforded by the often-cited case of the doll which was sent to market bearing across its breast a band or sash which the producer proceeded to claim as a full-fledged trade mark. The first impulse at Washington was to reject this package pendant as a decorative touch that any person in the same line was free to adopt. In the end, Uncle Sam caved when evidence was produced to show that the toy trade recognized the festooned dolls as the product of a particular manufacturer.

**O**CCASIONALLY a believer in super-packaging has worked out a peculiar package layout or method of arranging the goods in the container and has sought to fortify this as a trade mark. No luck has attended such efforts. The stern insistence at the Patent Office is that whether or not a feat of package get-up functions as a trade mark depends entirely upon the impression it produces upon the public mind. If a feature, added as a package "lean-to," "merely embellishes the goods by adding thereto ornamental characteristics" it does not function as a trade mark. The official opinion is that, in such circumstance, the plus-feature directs the minds to the goods or to the package form as a whole and not to the origin or ownership of the goods, as is the duty of the conscientious trade mark.

The color possibilities of packaging, plus, have received singularly little attention. Odd, too, in this age of color, but there it is. To begin with, the modernistic expression in package design, with its broad planes of color affords singularly effective backgrounds for package accessories. Then, if a package design proper has been held to a simple and bold rendition in a limited number of colors there is afforded free rein for the infusion of contrasting color in the annex without any risk of that distracting jumble which is always a danger when a colorful cap is perched on a package that is

already a riot of color. If, perchance, the packer has a trade mark color, the package addition is an apt vehicle for reiterating and emphasizing this key-color.

**W**HAT cost, packaging, plus? This is a leading question for the packer who is so much as tempted to "go extra" in dressing his goods. There is the matter-of-fact consideration, on the one hand of whether and how much plus expenditure is justified. On the other hand, there has to be faced the sentimental consideration of the effect upon that small portion of the public which is inflammable when told, sensationally, that this or that package costs more than the goods it encloses. The calming fact is that the crested package need not be unduly expensive. No, not even the de luxe model, because, in the purchase of ribbon, etc., advantage may be taken of job lots, "remainders," etc. It is seldom essential to provide any set quantity of the decorative postscript material. Plus packaging need not be standardized. Indeed, it may gain by variation—just such variation as permits the dresser to make use of all the odds and ends that he can lay hands upon.

In budgeting the expense of packaging, plus, two courses are open to the packer, presuming that not all of his output carries the fluff. The packer may spread his expense for extras over his entire production and charge it to advertising or sales promotion. Or he may strictly segregate the embroidered packages, covering all extra charges into the unit price, confident that gift-givers and others for whom the plus packages serve a real need will not quibble at the price. The packager may always, if need be, insure himself against price discussion by putting out his de luxe packages in limited or numbered "editions" even as the canny artist or author restricts his "signed copies." Opportunity to possess a package that goes only to the select few will always be paid for generously if the distinction is demonstrated skillfully.

## A Food Products Directory

**T**HE Food Products Directory of the Pacific Coast and Rocky Mountain States, 1929-1930 (W. J. McCamman, Publisher, 1202 Hearst Bldg., San Francisco, Cal. Price \$6.50) is a directory of canners, packers and manufacturers of food products; packers and shippers of fresh and dried fruits; dealers in nuts, beans, grain and rice. This fifth edition has been enlarged to include companies in all of the Pacific Coast and Rocky Mountain States. The various companies included in the directory are listed in four different sections for convenience in locating.

Also included is a Buyers' Guide and Business Directory which contains a classified list of concerns who furnish supplies to canners, packers and shippers. It also lists brokers and exporters of food products.

This is a very comprehensive volume and is invaluable as a reference book for those seeking information regarding canners, packers and food manufacturers.

L. C. NEIS



# Economy in Mechanical Wrapping\*

**Machine Method Secures Tighter Wraps, Improved Packages, Is More Sanitary and Requires Less Floor Space at Plant of Milk Producers' Association**

**T**HE Milk Producers' Association, operating what is claimed to be the largest cooperative creamery in the country, has been using a wrapping and cartoning machine at Modesto, California, for the past five years and it is believed that this firm was the first to install such a unit in this locality. Results have been highly satisfactory and large savings have been effected in labor cost through adoption of mechanical methods.

Because of rigid policies of the association, publication of facts concerning production and labor rates are not given. However, to indicate the possible economy by mechanical wrapping, a production equal to 90 per cent of the rated capacity of the machine, and an average labor rate have been assumed in following cost calculations.

The machine is a Type WF Automat wrapper unit which wraps individual quarters in parchment paper and assembles four quarters in a pound carton. The size of the print is  $1\frac{1}{4}$  in. x  $1\frac{1}{4}$  in. x  $4\frac{3}{4}$  in. The manufacturer's rating of the machine is 1500 lb. per hour, equivalent to 100 quarters or 25 lb. per minute. The machine occupies a floor space of only 2 ft. 3 in. x 12 ft., and requires a working area of about 6 ft. x 15 ft.

The machine is operated for 8 hours a day every day in the year, applying both wet and dry wraps to  $\frac{1}{4}$ -lb. prints and cartoning these prints. Frequently the manufacturers' guaranteed capacity has been exceeded. The machine requires an operator, an off-bearer and a man to take boxes to and from the machine and do miscellaneous work.

Formerly wrapping and cartoning was done by hand, requiring for the present output 10 girls working on an 8-hour schedule or 80 girl-hours daily. The three-man crew of the machine represents only 24 man-hours a

day, showing a gross daily saving in labor of the order of 56 hours. Assuming an average wage of \$0.40 an hour the gross saving is \$22.40. The economy is actually greater than this because of the expense of labor turnover for this class of help and the greater overhead with the larger crew.

From the above gross saving must be deducted the operating expense of the unit. This equipment represents an initial investment of \$7800.00. The machine is now about five years old but was overhauled in the fifth year of operation. A useful life of four years without overhauling is considered a conservative assumption and is used for computation of depreciation and average interest. An allowance for repairs and miscellaneous expenses of \$250.00 per year is made. The total is \$2492.50 a year.

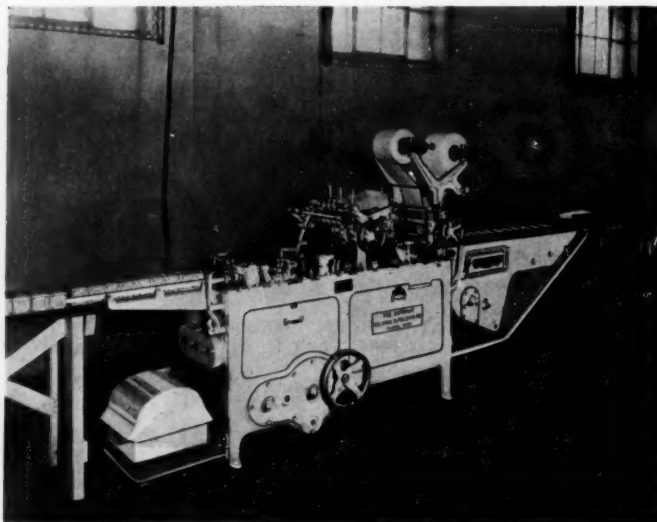
Daily operating cost comprises pro-rate of the above

fixed charge—\$6.83—and power. Power consumption is estimated on the basis of 90 per cent load on the 1-hp. driving motor. The daily cost at \$0.02 per kw.-hr. is \$0.12 and the daily cost less labor is \$6.95. Deducting this from the gross saving calculated above leaves a net economy of \$15.45 a day or \$5639.25 a year. This is a 72 per cent net annual return on the investment.

The cost per M. pounds of butter wrapped, based on

the assumed production of 1350 lb. per hour, is \$2.96 by hand and \$1.53 by machine so that the saving in wrapping and cartoning cost is at the rate of \$1.43 per M. lb., a cost reduction of 48 per cent.

In addition to the direct saving calculated above which is sufficient to return the initial investment in less than a year and a half, a substantial reduction has been made in floor space devoted to the wrapping and cartoning of  $\frac{1}{4}$ -lb. prints. Whereas this saved space is not being employed at present, it has a considerable potential value and could easily accom- (Concluded on page 64)



*Automatic wrapping and cartoning of butter reduces labor costs*

\* Results of a survey made by A. C. Nielsen Co., engineers, in collaboration with G. H. Benkenndorf, general manager, Milk Producers' Association of Central California, Modesto, California.



Photograph by E. H. Rehnquist

## The Package of the Month

**O**CCASIONALLY we find it difficult to select a suitable package for special mention each month.

A tour of the retail shops frequently results in confusion for there are so many colorful, attractive packages on the market today that it is difficult to find one that possesses outstanding merit. This month, however, the task has been an easy one, for a new cosmetic package has been placed on the market recently that, in our opinion, is an unusual example of good packaging.

This package, shown at the left in the above illustration, is of black opal glass with a polished nickel cap. It carries two silver labels printed in black and is wrapped in transparent cellulose which is closed by two small black and silver labels. The front label on the jar bears the trade name in distinctive lettering, the name of the product and a sun-ray design; that on the back of the jar carries a description of the product and directions for its use.

Inquiry revealed that this product is the first in a new line of beautifiers. It is claimed by the manufacturer that this cold cream is actually vitalized and possesses the same beneficial vitamins contained in the violet rays of the sun.

The styling of this package, therefore, presented an unusual problem in design. It was necessary to suggest by the design motif this new accomplishment in the cosmetic industry—the vitamizing of the product. This was done by the selection of a suitable name, Vita-ray, and the employment of the sun-ray design.

This problem added to the problems always encountered in designing any cosmetic line was thoroughly analyzed by a firm of specialists in package designing for any bearing it would have on the styling of the line before any art work was started. In work of this kind,

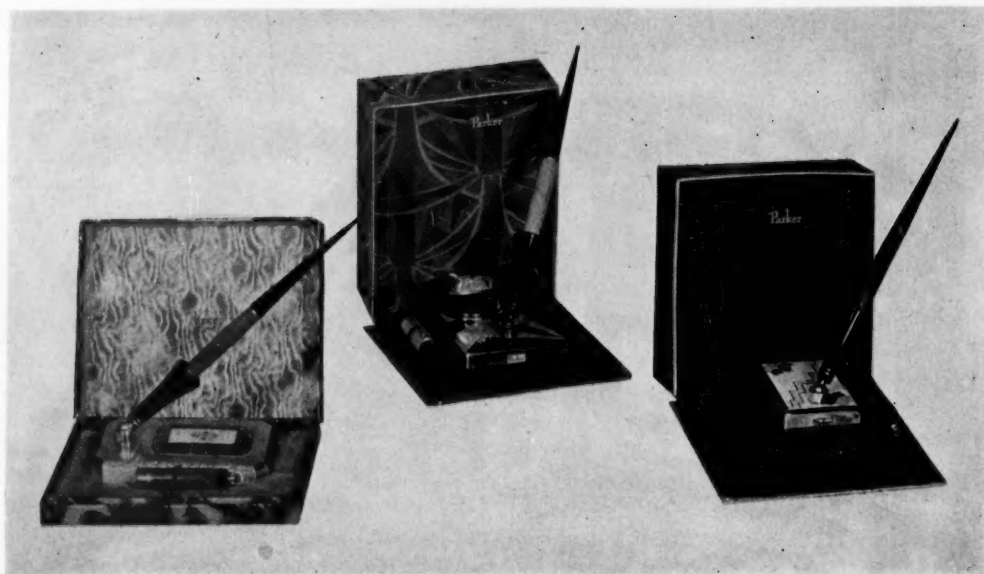
the proper packaging and merchandising analysis is of utmost importance in the styling of a line and designing of the individual packages. This is necessary in order to predetermine all restrictions and establish an objective to be reached through the medium of package design.

**T**HE solar symbol as displayed on the silver label was a happy solution to the problem mentioned above. It tells the story quickly, it is brave, strong yet feminine and has an atmosphere of honesty necessary to overcome the natural suspicion any new invention or discovery meets with in the cosmetic field. It is also arranged so that it will adapt itself to any kind and to any size of package without destroying the family resemblance.

The other two packages shown are silver tubes lettered in black and enclosed in silver cartons. These contain the same product and were provided for sampling purposes or for women who prefer to buy their cold creams in tubes.

Other cosmetic products are being added to this line which is manufactured by De Mar. As each one is produced a package employing the same motif and bearing a strong family resemblance will be provided for it.

This package was chosen as the package of the month because it was new, attractive and suitable for the product it contained. It possesses an unusual ability to arrest attention because of the use of the silver label on a black jar combined with the polished metal top. The use of a wrapper of transparent cellulose increases its attraction and suggests a luxury product. In addition it possesses a strong memory value and should be a strong factor in introducing this new line of beautifiers.



*Fountain pen boxes in various styles provide attractive displays for the retailer*

## Boxes for Pens, Clocks and Vanities

**The Display of Specialty Products Necessitates Careful Selection of Shapes and Coverings**

*By* **PAUL S. RUMPEL**

**L**IFTING the automobile dash-clock from among the accessories of the auto-supply store to the prominence of the leading jewelers' counters was the requirement recently met by the makers of a well-known make of watches. Even a timepiece of known merit hasn't a sales chance when displayed among gaskets, wrenches, valve-stems and carburetors. Time-tellers just naturally do not fit into such surroundings. With this in mind, the makers of the clocks shown herewith resolved to dress their product in dignified habiliments—and sell them where only reliable timetellers are sold. Only the retail jeweler can sell these clocks. He not only sells but is in position to maintain, if need be, the reputation of the house whose name these clocks bear.

Three models are shown opposite. The mounting of the one at the left is ingenious in that it provides a slotted aperture which is screwed to the car body—preferably above the wind shield. The clock may be removed by simply lifting it out of place and dropping it into the pocket to avoid pilferage. Dull rose-colored Cellusuede is used as a background for the diagonal face of the mounting for this clock. Dull green-gold forms the covering for the base and shell into which the mounting block is secured. The cover is a richly mottled gold

and black combination. By correct proportions and strength of materials, these boxes are able to withstand the weight of an adult. Thus safety in shipment is assured. One of the newer imitations of leather is utilized in the box shown at the right. And when the word imitation is used in this instance it is meant to flatter the product rather than belittle it. It not only looks leathery, it feels so—and is almost as tough. Taupe Velveteen is the material covering the diagonal mounting block.

Pale gray Cellusuede and platinum paper make a harmonious setting for the black dash-clock. The timepiece is mounted on a heavy board supported by an easel for better display. Or the clock may be shown flat in the box if desired. Edging of platinum around the base and edges of the cover enrich the effect and contrast the dull black of the clock. A warm welcome was accorded this line of clocks by the jewelry trade and the display value of the boxes came in for no little of the favorable comment.

**A**N interesting packaging problem was presented by the makers of "Elgin Craft" vanities and other jewelry specialties when they asked for box designs to



display their 1930 line. Compacts with and without lip-sticks comprise a major portion of their line and it is with this item that we will deal in this article. To start with, there is an almost innumerable variety of shapes ranging from a simple square through all the variations of the rectangle to an equal or larger number of rounded, oval and similar shapes. These must all conform, within reasonable limits, to the size required to contain such now-a-day essentials as rouge, powder, puff, mirror—and in some instances—compartments for silver coins, cigarettes, etc.

Uniformity of size and design were the first essentials in designing a box not only to carry safely, but also to display to best advantage—and at reasonably low cost, this exquisite line of novelties to charm the feminine fancy. Gray—silvery gray—and a linen-embossed platinum combination was selected as having the required richness yet sufficiently neutral to bring out all the beauty of the product. A silver-covered base or second bottom elevates the box and thus gives the pyramided velour display-frame added prominence. A die-cut pad, made to conform to the outline of each shape or vanity, is covered with a silver shade of velveteen which makes an attractive setting for the beautiful inlaid enamel and metal-craft articles. The cover is lined with the same platinum linen-embossed paper and carries the company's trade mark in deep blue steel-plate stamping. Upper and lower edges of the cover are trimmed with the same platinum paper and the soft gray velour forms the covering for sides and top. A truly dignified package, and worthy of the artistic creations of the jeweler's art are these boxes.

**T**HE unusual is achieved in the fan-like display unit employed by the Conklin Pen Co. to feature one of



*Gray and platinum paper is used to contain a vanity set.  
Triangular display for fountain pen at the right*

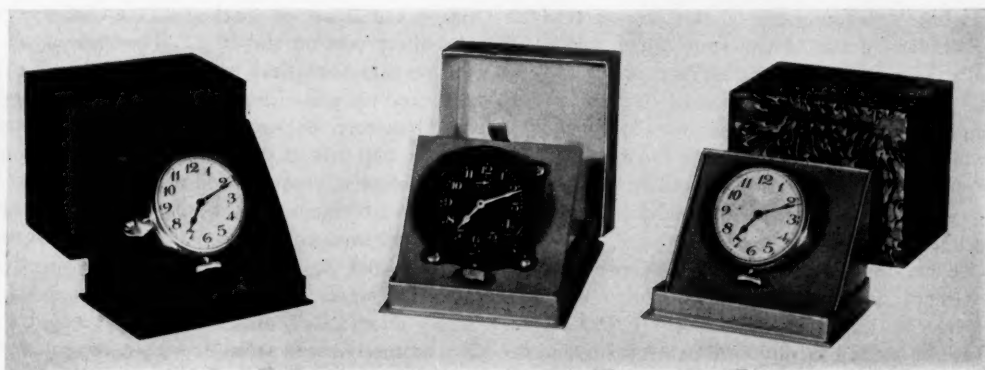
its newest pen creations. A triangular base, of dull gold and black design, carries a fan-shaped and winged display easel on which the pen and pencil are secured. This design was created especially for the mottled jade writing instruments with their artistically rounded ends. Note that contour of the display panel harmonizes with the rounded ends of pen and pencil. The box is completed with a high triangular cover. The wings of the display panel fold inward, affording protection

to contents and aligning with the angle of the base so that there is no play to allow contents to become rubbed or marred in shipment or in display.

This is not "just another pen box" and really predominates the counter space devoted to fountain pens in any stationery, jewelry or drug store. Much favorable comment has accrued to the Conklin display box. This being the second of the vertical types of display boxes adopted by Conklin, it is obvious that they and their dealers are favorably impressed with the sales value of this unusual type of display.

**A** reduction from more than 100 sizes to 2 in the variety of one-pound folding boxes for coffee has been proposed by the industry and approved by a general conference of all interests. The simplified practice recommendation formulated by that conference is now before the manufacturers, distributors, and users of these boxes.

The general conference were unanimous in the opinion that two sizes of one-pound folding boxes, the  $4\frac{3}{8} \times 2\frac{3}{4} \times 6$  in., having a cubic capacity of  $72\frac{3}{16}$  cu. in., and the  $4\frac{3}{8} \times 2\frac{3}{4} \times 5\frac{1}{2}$  in., having a cubic capacity of  $78\frac{13}{64}$  cu. in., would satisfy normal requirements.



*Automobile dash-clocks enter the gift class through the use of these packages*



# The Department Store Considers Packages

**An Interview with A. H. Lindabury, Superintendent of Service, Kresge Department Store, Newark, N. J., in Which He Outlines the Importance of Packaged Merchandise to the Progressive Department Store**

*As told to L. C. NEIS*

**H**OW important is packaged merchandise to the department store?

"Packaged merchandise is a very important element in department store management," states Mr. Lindabury, "and there is a very broad field for expansion in merchandising through the package. Of course, our outlook on packaged merchandise is more from the pre-pack or unit packaging angle. By this I mean articles packaged in individual containers, by the manufacturer. The time will come when a great proportion of merchandise will be unit packaged and progressive department stores are placing more and more emphasis upon its importance because of its direct effect upon our economic problems. It is a time-and money-saving element which no up-to-date department store can afford to overlook. Often the wholesaler will lend his cooperation by splitting the slight extra cost for the unit-packed article since it is to his advantage as well to sell the pre-packed merchandise which reaches his retailer with a minimum of breakage.

"Unit packaging reduces costs for the department store and for the manufacturer through this decrease in breakage and spoilage in transit. On unit-packaged articles such as china, glass, house furnishings, lamps, toys, etc., the saving in breakage more than pays for the small additional cost of pre-packaging. Each item is packed with an air pocket on either end of the carton which is more effective than any amount of excelsior which might be used. One of the latest innovations along this line is cottage sets of china in cartons all ready to be carried out of the store which are being successfully merchandised in this manner.

"Then there is the time element. Wrapping and packaging articles by hand in the store is one of the factors which slows up deliveries with the resultant dissatisfaction of the customer. The ability to order the article on display shipped to the purchaser directly from stock, all ready packaged for delivery, speeds up our service and builds good will. To depend on the human element in wrapping and packaging not only delays deliveries but adds to the selling cost of the article because of the time involved in wrapping and the possibility of damage or breakage through faulty store packaging.

**T**HIS unit packaging is still in the early stage of development but the time will come when it is universally used by all progressive department stores and we are fast reaching the stage where storage facilities for pre-packaged merchandise will necessarily be increased to care for this inevitable development in department store merchandising.

"The general trend is toward packaged merchandise and we hope to make this store-wide as soon as we can. In fact, if we had the space for packageable merchandise we would buy a great deal more and insist upon having it packaged. Our observations are that packaged merchandise sells better. Articles wrapped in transparent cellulose are especially favored by the customer and have an appeal which is indisputable. Merchandise thus wrapped is attractive to the customer both in appearance and in the assurance of a sanitary product.

"Combination packages have a high degree of sales appeal; for instance, sets of towels and face cloths in colors, sheets and pillow cases, handkerchiefs or table linens in an attractive package present a much better appearance and suggest a more luxurious product than that which is piled up on a counter exposed to the wear and tear of handling.

**W**E prefer packaged to unpackaged merchandise even at a slightly higher cost because we find that the customer will readily pay a few cents more to secure a clean, fresh product. Our buyers have come to realize the possibilities of packaged merchandise and are absolutely sold on this idea. They are in accord with the management that packaged merchandise increases sales and simplifies display and advertising problems.

"Attractive packages lend themselves readily to display and advertising. To display unpackaged merchandise to advantage it is usually necessary to group a number of the articles, but a packaged product can be displayed as a unit on a stand, a table or even on the counter and be very distinctive and effective. Here color plays an important part. Color is of primary importance today and window and counter displays are infinitely more attractive when done in color. One colorful package in a display is worth dozens of the old-time colorless articles. The (Concluded on page 66)

# Coordination of Package Advertising\*

## The Theory of Harmony in Advertising Media as Applied to Packages and Dealer Aids

By ABBOT KIMBALL

Vice-President, Lytton, Hanford & Kimball, Inc.

OUT of the study that goes into the designing of a product, there often comes a closer understanding of how that product should be promoted.



*A stocking box in shades of rose beige is accompanied by leaflets in the same tones*

The advertising appeal is "built-in," as it were, instead of being superimposed on a finished thing. The agency cannot side-step this new job of styling, and there is every reason why it should enter into this new responsibility with enthusiasm, for whenever a product is well designed and wisely merchandised, it has been proved, time and time again, that good taste is good business for all concerned.

I believe essentially, styling is a matter of simplification, of coordinating every detail from the delivery boy's uniform to window displays and dealer letters, so that all help to produce the one effect.

In this age of kaleidoscopic impressions forced upon every individual, only by coordination can manufacturers hope to make any lasting impression upon the human mind, whether it belongs to the prospective customer or the dealer whose cooperation is necessary to give the product an even break.

Most of these new means of publicity are telling their story through the eye. With the coming of television, which is not far off, the radio will also be a visual medium. The artist

and the stylist today are as important as the writer to the success of a modern publicity program.

The planning of dealer helps becomes more and more of a science and more and more of an art, as the advertiser realizes that a most vital part in his campaign is the point of sale, the counter of the retail store. Unless sales people are supplied with information to help sell the merchandise, unless the store is provided with attractive and practical display material, the manufacturer is missing a tie-up that would make his advertising that much more productive.

Here the advantage of coordinated advertising material is obvious for the dealer is assailed with carloads of advertising helps, much of which he cannot or does not use. While the taste of the retail dealer may not always be impeccable, surely it is true that style-coordinated material—leaflets, strips, posters, etc.—stands the best chance of survival in the retail markets of this modern age.

*(Concluded on page 64)*



*The design of a coffee container is repeated in other forms of advertising*

\* Excerpts from a recent address in the Art Directors Club Series in New York.

# Packaging Apples in Corrugated Containers and Folding Boxes

**Selected Fruit Put Up in Better Condition Brings Higher Prices and Is More Easily Sold**

**By J. D. MALCOLMSON**

**Robert Gair Company**

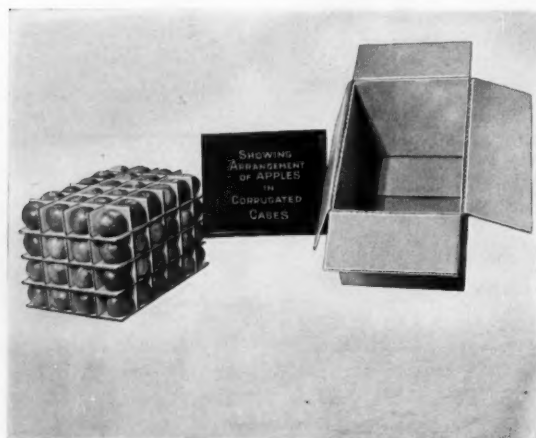
**T**HE packaging of apples in corrugated containers has been going on more or less experimentally for a number of years but the growth of this form of merchandising has accelerated greatly during the past two years. Most apple growers are beginning to take a very active interest in this development and the indications are that the use of corrugated cases will be enormously increased in the near future. Much of the credit for this rapid advance is due to the educational work done by the Paperboard Industries Association, and the reports of its sales promotion committee have been freely used in this article.

The successful packing of apples in corrugated containers involves a number of technical considerations and a grower, starting out without adequate assistance, would soon find himself faced with so many problems and alternatives that he would hardly know which method to adopt, especially regarding such points as count, partitions, sealing, marketing, grading, pricing, etc. Just as an example, there are nearly a hundred combinations of apple sizes and count per box that have already been experimented with. These refer to boxes with individual cells. Then there are some growers who feel that no cells nor grading are necessary and that the "jumble pack" in a corrugated box is the next

logical step from the ordinary wood box pack. This, however, was soon found to be a short-sighted economy and the value of the individual corrugated cell has now become so well established that probably 99 per cent of all the apples in corrugated cases are now protected in this way.

Fortunately, the correct solutions of the various problems mentioned are now a matter of record, as countless experiments and much study of these problems have evolved definite and exact answers to practically all these questions and have standardized the number of sizes by a process of elimination and simplification. This gradual evolution has been accompanied by countless actual shipments together with scientific observation of the attitude of jobbers and consumers, so that the methods and units now in vogue are commercially practical and dependable.

Nevertheless, growers who have never used corrugated containers invariably bring up certain questions and doubts which show a remarkable similarity. One of the commonest of these queries is the relation of the bushel to the capacity of a corrugated box. The present standard wooden "box" as specified by the U. S. Department of Agriculture must contain 40 lb. net and is of uniform size. (The net weight of a "bushel"



*Courtesy of Paperboard Industries Association*

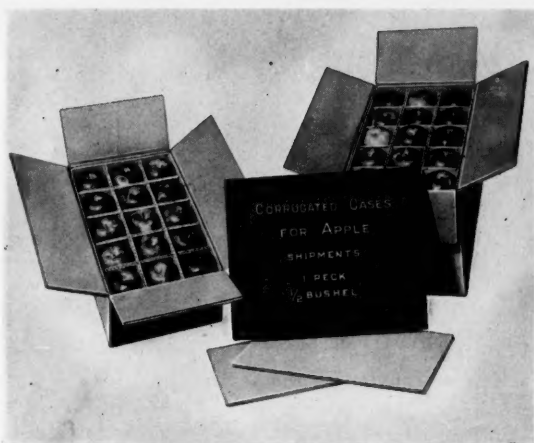
*Interior arrangement of cells in corrugated apple box*



*Courtesy of Paperboard Industries Association*

*Folding box and outer corrugated box*





Courtesy of Paperboard Industries Association

Corrugated cases approximating 1 peck and 1/2 bushel

of apples, on the other hand, is 50 lb.) The number of apples to make such a wooden "box" therefore depends on their size and a different arrangement is necessary for each size of apples in order to maintain this standard capacity box.

APPLES in corrugated, however, are not sold by measure but by "count." This is necessary because of the use of the individual corrugated cells or "nests." A different size and shape case must therefore be provided for each size and count of apples. It was for this reason that such a large and confusing number of corrugated boxes were originally developed. Growers and jobbers, however, working in cooperation with the Paperboard Industries Association, have succeeded in reducing all these sizes to six principal units as follows:

Count	Size (in.)	Cell size (in.)	Arrangement
210	2 1/4	2 1/4 x 2 1/4 x 2	7 x 6 x 5 tiers deep
150	2 1/2	2 1/2 x 2 1/2 x 2 1/4	6 x 5 x 5 tiers deep
120	2 3/4	2 3/4 x 2 3/4 x 2 3/8	6 x 5 x 4 tiers deep
96	3	3 x 3 x 2 5/8	6 x 4 x 4 tiers deep
75	3 1/4	3 1/4 x 3 1/4 x 2 3/4	5 x 5 x 3 tiers deep
64	3 1/2	3 1/2 x 3 1/2 x 3	4 x 4 x 4 tiers deep

Practically all of the usual grades and sizes of apples can be packed in these styles (with the possible exception of the Delicious, which is proportionately longer stem to bud than cheek to cheek). A variation of 1/4 in. per apple is permissible in these boxes, due to the elasticity of the corrugated board. These cell dimensions are figured with the stems up, which is the best way to pack, as bruising is minimized. Each of these standard sizes will run about 40 lb. net, or approximately the same as the wooden "box."

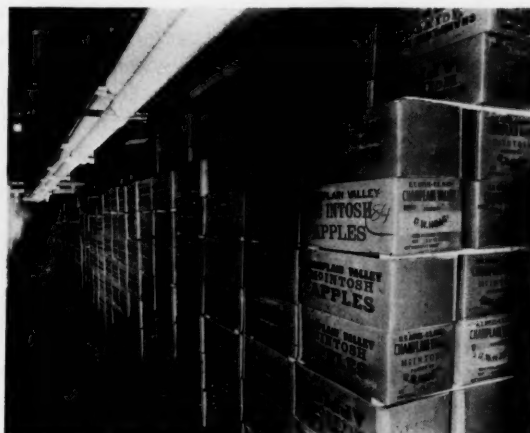
The next question usually refers to the additional cost of corrugated cell packing over bulk wood packing. This extra cost is not excessive and the rapid growth of this new method is proof that extra profits more than make up for this difference. Jobbers and commission merchants agree that selected fruit in perfect unbruised condition always brings a better price and is more easily sold. The custom of the "bulge pack" in wood

means that the bulk apples are crushed against each other and against the box. The resulting bruises form the starting point for rot, to say nothing of detracting from appearance. Thus, the Macintosh is a delicate apple and is so easily bruised that dealers always make allowance for a certain amount of loss in handling this brand. However, when each Macintosh is packed in an individual corrugated cell, no loss from bruising occurs and profits are consequently increased.

HOW about ventilation and protection? No ventilation whatever is needed provided the apples are packed into the corrugated case *after* the orchard heat is out of the fruit. Corrugated board is a most efficient insulator and one of its big advantages is holding the chill of cold storage after removal. Ventilation holes, besides being unnecessary, would therefore weaken this insulating value. Moreover, these boxes when stored in cold storage do not cause the formation of "scald" when the fruit is removed. For each of the past seven years apples have been held in cold storage from October until May, usually without the use of oiled paper or shredded oil paper. It is stated that even less scald developed than with baskets and barrels where oiled paper was used.

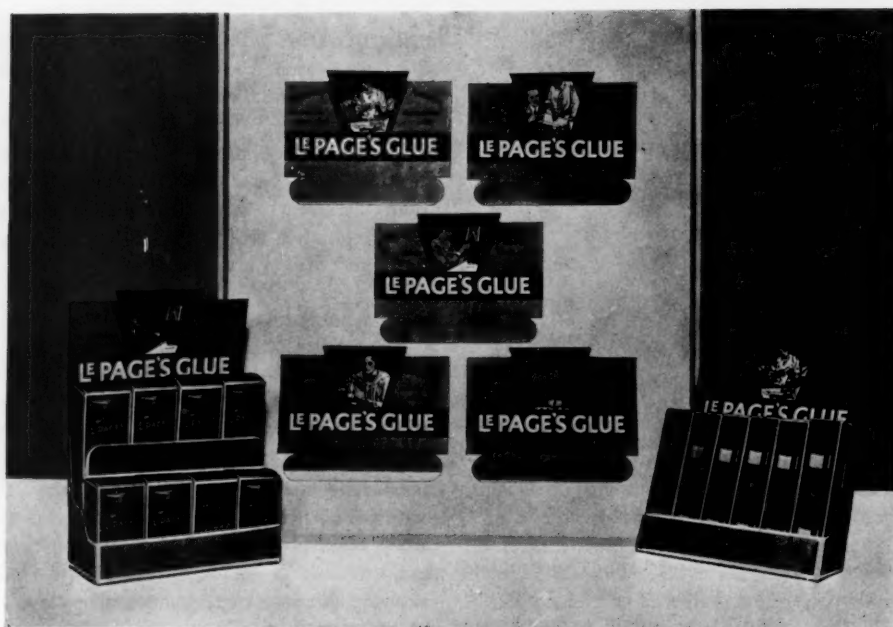
As regards the physical resistance of these corrugated boxes to cold storage and warehouse treatment, these past seven seasons have shown successful results. The best cold storage conditions for apples are a temperature of 31 deg. F. and a relative humidity of 80 per cent. Of course, if the humidity exceeds this figure the box will begin to pick up moisture and the first indication will be the loosening of the cloth tape at the manufacturer's joint. A remedy for this is to paraffin the outer surface of this tape, but better still is the prevention of such excessive moisture. This is not at all difficult, as most warehouses are equipped for accurate control of humidity. The use of asphalt in the corrugated board makes a marked difference in the rigidity and keeping quality of these boxes when subjected to excessive humidity conditions.

It is common practice in (Concluded on page 64)



Courtesy of Paperboard Industries Association

Apples in corrugated cases in cold storage



## Displays that Change Appeal with the Season

By Suggesting New Uses for the Product the Manufacturers of Le Page's  
Glue Increase Sales

By E. G. SWANSEN

**J**UST about a half-century ago, the original name of the company manufacturing Le Page's glue was Russia Isinglass and Cement Company. The manufacture of isinglass at that time was primarily used for clarifying purposes, mainly in the brewing of beer. However, it seems shortly after the business was started on isinglass, William N. LePage and Reuben Brooks conceived the idea of preserving glue in a liquefied state, and, at first, glue was packed only in bottles. As the business developed and the effort put on the sale of glue, naturally the isinglass business suffered. At any rate, it was decided to discontinue the manufacture of isinglass, and, consequently, the word "isinglass" was left out of the company name. While these men had great vision as to the possibilities and the need for a good adhesive, it is a matter of conjecture as to whether they had anticipated the Volstead Act.

According to the custom of their days, the glue was packed in bottles, labeled and corked. These were packed rather loosely in wooden cases because the retail merchant did not give much thought to displays. They

might land on a shelf or underneath the counter. About that time, LePage's Glue and Carter's Little Liver Pills were considered the big advertisers of their day, and this advertising consisted of very small space in country newspapers throughout the country. A few hundred dollars was expended each year for the first few years which seemed to some people as though the company were throwing their money away. Nevertheless, the advertising appropriation was increased from year to year, so that at the present time the original investment in newspaper advertising seems rather insignificant with the sums now spent in the magazines.

**A**S the volume of business increased, the company attempted to follow along what was considered good merchandising lines by packing their product in displays. As new ideas were submitted, the company was quick to change, until some years ago the bottles and tubes were packed in colored counter displays holding one dozen each. In making up these displays, the thought was always uppermost (*Concluded on page 66*)





When your product . . price . . advertising and sales program are right . . don't be out-of-step with your package. Modern lithography opens new vistas of color enchantment . . pure whites . . daring reds . . hues of other tints . . all faithfully reproduced on tin. Heekin Lithographed Cans are preferred by hundreds of manufacturers.



# HEEKIN CANS

THE HEEKIN CAN COMPANY, - CINCINNATI, OHIO.

# Wrappings for Confectionery

## Protective Coverings for Cartons and Candy Packets Comply with Hygienic Conditions—Detailed Information on Eight Practical Types

By E. T. ELLIS

OF the eight examples selected for discussion in this instalment<sup>1</sup> no less than five are paper wrappings for the covering of confectionery boxes, packets, or cartons. It is interesting to note that when such cartons, etc., were first introduced it was deemed sufficient to pack chocolates in them without any outer paper wrapping. Nowadays, however, with increased stringency as regards hygienic conditions, nearly every card container is wrapped once or more than once in paper of some sort, in order to render it physically impossible for dust to gain access to its contents.

Packing men who do not cover the carton industry at all should not, however, ignore these paper requirements so far as the confectionery industry is concerned, as paper sheets for the wrapping of filled cartons of chocolates can be cut out almost as easily as any other type of packing material.

Let us consider a transparent type of paper wrapping covering a card chocolate carton. This is shown in Fig. 1, separate drawings being given of the entire sheet and of one of the ends. On the former, A is the base area, D is the back, E the front and the top is conjointly made up of B, plus 2B, plus C, plus 2C. Adhesive is used to apply B to C, and when the packet is made up B over C forms one thickness, 2B forms one thickness and 2C forms one thickness. The ends lettered F and G in the whole sheet are simplified, as with a separate drawing of one end it is hardly necessary to give all the folds in these strips. Right angle bends must be arranged for in the case of the entire sheet along the lines H2H, J2J, K2K, L2L, M2M, N2N. This whole sheet carries no print whatever, either on its outer or inner surface.

The end is more complicated than some of those shown in previous articles. The extreme outer end flap, which turns over on to the end and not on to the base or top, consists of the four portions lettered N, 2N, A, and B. This is turned on and attached to the other folded portions of the end by means of adhesive and is difficult to remove without tearing the wrapping, rendering pilfering extremely difficult. In some instances the folds N, plus E, and 2N, plus F, are made first; in other instances, however, E, plus C, and F, plus D are first made. Numerous fold lines are necessary, the principal ones being shown as continuous lines

lettered L2L, M2M, 2J3J, 3K2K, and the under ones lettered J2J, K2K, L3J, and L3K. These last are concealed by outer paper, and are not apparent until some of the folded portions of the end are opened out.

Dimensions of this type of paper wrapping are as follows: Total length of sheet,  $9\frac{1}{2}$  in.; total width,  $7\frac{1}{2}$  in.; width of base overlap or top overlap in some examples,  $1\frac{1}{8}$  in.; depth of paper-wrapped carton,  $1\frac{3}{4}$  in.; total weight of transparent wrapping, less than  $\frac{1}{4}$  of an ounce.

FIG. 2 shows a useful printed paper wrapping for covering chocolate cartons. The base of the sheet is made up conjointly of C, plus 2C, plus B, plus 2B. B is applied to 2C and adheres thereto by adhesive. The top of this model is lettered A, its front is lettered E and its back is lettered D. The ends or end strips are designated F and G, and it should be noted that the paper of these is folded in a similar fashion to that already described in a former article so that no separate sketch of the ends in this instance is called for.

Right angle bends must be arranged for along the lines H2H, J2J, K2K, L2L, M2M, and N2N. Printing is placed on 2B, D, A, E, and C in the direction indicated by the arrows.

A separate sketch of the front is shown as this is unusual. The front consists of A plus B, and between these two letters is a pronounced slit in the paper lettered 2CD. Perforations are made at an angle from C to 2C, and from 2D to D, as shown by the dotted lines. In opening this packet the customer makes use of the slit and tears the flap A back along the perforations. Printing is placed on the flap A and below it on B, the direction of the wording being approximately the same on the two portions. Opaque paper of good quality is usually preferred and the printing ordered may be embossed as well as plain.

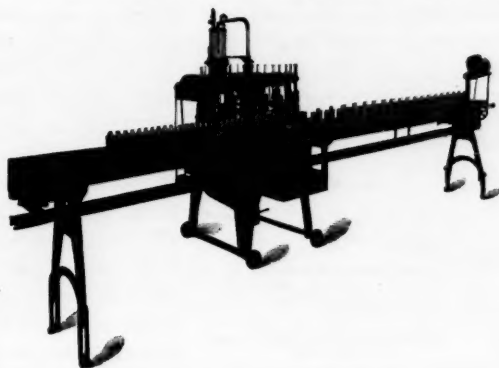
Dimensions of this type of paper wrapping are as follows: Total length of whole sheet,  $9\frac{1}{2}$  in.; total width,  $6\frac{1}{2}$  in.; width of base overlap,  $\frac{7}{8}$  in.; depth of paper wrapped carton,  $1\frac{3}{4}$  in.; total weight of paper wrapping, under  $\frac{1}{4}$  of an ounce.

THE flat pocket packet is increasing in popularity. Fig. 3 shows a transparent paper wrapping to cover one of these. Taking the entire sheet first, A is its face or top, D is the back, E is the front, and the base is made up of B, plus 2B, plus C, plus 2C as before.

<sup>1</sup> See April, July, October and December, 1929, and February and April, 1930, issues for earlier instalments of this article.

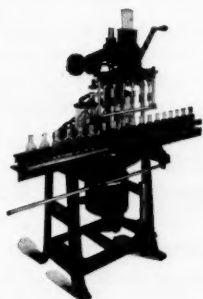
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2B is applied to 2C and conceals it, adhering strongly thereto by means of adhesive. F and G are the end strips. Right angle bends are required along the lines H2H, J2J, K2K, L2L, M2M and N2N, the sheet carrying print on neither surface because of its transparency; the print on the carton itself shows through.

With regard to the end—shown in a separate drawing—the fold B is usually made first, but in some instances D, plus C, and F, plus E are first made, and then B, plus C, plus E, are turned on to them. In any case the long four-sided strip A is turned on last and adheres to the end by means of adhesive. The fold lines G2G, and H2H are concealed and only apparent after the end is partially opened.

Dimensions of this type of paper wrapping are as follows: Total length of sheet,  $8\frac{3}{4}$  in.; total width  $6\frac{1}{2}$  in.; width of base overlap,  $\frac{5}{8}$  in.; total depth of paper-wrapped carton, 1 in.; total weight, under  $\frac{1}{4}$  of an ounce.

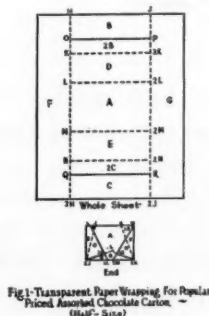


Fig. 1—Transparent Paper Wrapping for Regular Priced Assorted Chocolate Carton (Half-Size)

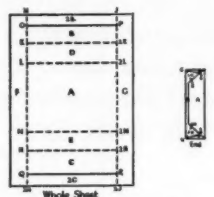


Fig. 3—Transparent Paper Wrapping for Flat Pocket Packet of Assorted Chocolates (Half-Size)

3A, the upper edge of 3A being applied to the line XY in B. The top exclusive of the label consists of A, plus 2A, plus B, the overlap of A on B being considerable. The base consists of C and the back and front of D and E, respectively. The ends are compound, the left hand one consisting of F, G, 2G, H, 2H, 3H, J, 2J, K, and

the right hand one consisting of 2F, 3G, 4G, 4H, 5H, 6H, 3J, 4J and 2K. Folds which are simple right angles are required along the lines L2L, 3L4L, N2N, R2R, 4R6R and 2T4T. Other folds, which in many instances are double right angles, are required along the lines MN, ON, QR, R3R, 3R4R, S4R, T2T and U2T in the case of the left hand end, and 2N2M, 2NP, 2R2Q, 2R5R, 5R6R, 6R2S, 3T4T and 4TV in the case of the right hand one. Opaque tinted paper is preferred for this model and this should be smooth alike on its outer and inner surfaces. The ends are not usually sealed but a piece of string is frequently put under the

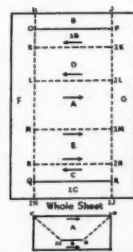


Fig. 2—Printed Paper Wrapping of Regular Priced Assorted Choc Carton (Half-Size)

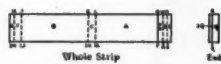


Fig. 4—Strip Paper Wrapping for Peppermint Creams Carton (Quarter Size)

printed label area and over the base to hold the flap together.

Dimensions of this type of paper wrapping are as follows: Total length of sheet,  $8\frac{1}{2}$  in.; total width,  $7\frac{1}{4}$  in.; total width of label overlap,  $\frac{3}{8}$  in.; total depth of paper-wrapped carton, or bear box,  $1\frac{3}{4}$  in.; total weight of paper wrapping, under  $\frac{1}{4}$  of an ounce.

A simple but interesting type of paper wrapping emanating from the peppermint creams branch of the confectionery industry is sketched in Fig. 4. Considering the whole strip first, A is its top, B the base, C is one end and the other end is made up conjointly of F, plus D, plus E. In some instances the strip E is turned back on to D, but in most cases the strip G comes over the end and adheres to 2A which is a small portion of the top in reality. Folds are required along the lines H2H, J2J, K2K, L2L, M2M and N2N, and in those instances where E folds back on to D the fold N2N is, of course, a double right angle.

A separate sketch of the end is given, the strip Q in most cases being two thicknesses of paper and the strip 2Q one thickness. In those instances, however, where the paper comes over on to the top and the strip E folds back on to D, it follows that a portion of the end will be three thicknesses of paper. Actual dimensions of this type are: Total length of strip,  $16\frac{1}{2}$  in.; total width,  $2\frac{3}{4}$  in. only; width of top overlap,  $\frac{1}{8}$  in.; depth of paper-wrapped carton,  $\frac{3}{4}$  in.; total weight, under  $\frac{1}{4}$  of an ounce.

AN interesting paper wrapping for a box containing a chocolate bear is sketched in Fig. 5. In this instance a detailed description seems to be desirable as no separate drawings are given of the ends. The label or printing area of the top is made up of A, plus

FIG. 6 shows a useful and attractive paper band emanating from the chocolate biscuit branch of the confectionery industry. The top of this consists of A plus 2A, in which A is the oval illustration area that usually carries a few words of print. The base is made up conjointly of B, plus 2B, plus C, plus 2C. It should be noted that 2B is applied to 2C and adheres thereto by means of adhesive. This leaves us with the two ends which are lettered D and E. Right angle folds are required along the lines F2F, G2G, H2H, and J2J. Good quality opaque paper, white on its inner surface and tinted as well as printed on its outer surface, is preferred for this model. It is applied to the biscuits over their ends, i.e., so that it holds the turned-in ends of the wrapped biscuits in position. In regard to printing, this is usually specified to be given on 2B, B, 2A, and as already mentioned within the illustration area A. The major portion is usually demanded on the base.

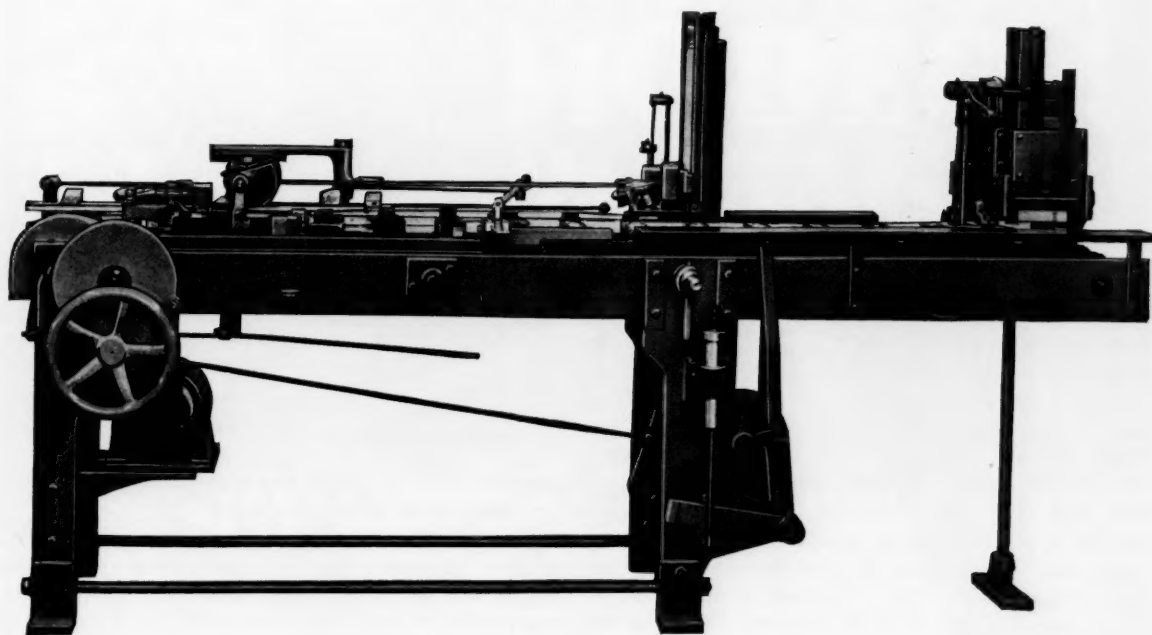
Actual dimensions of this type of paper wrapping are as follows: Total length of paper band,  $8\frac{5}{8}$  in.; total width,  $1\frac{3}{8}$  in.; width of band overlap, 1 in. or



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# THE CONSTANT MOTION CARTONER

*New Standardized Model*



**T**HIS is one of six Constant Motion Cartonners we are furnishing Bristol-Myers Company for Ipana tooth paste tubes, Sal Hepatica bottles, Ingram shaving cream jars and Ingram shaving cream tubes. This type of machine will package your product, with an instruction sheet, at the rate of 75 to 100 cartons per minute as may be desired.

*It has only two cams.*

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*One Constant Motion Cartonner will outwear three of the old intermittent type, do 50% more work per hour, and do it better.*

**R. A. JONES & COMPANY, INC.** P. O. BOX 485  
CINCINNATI, OHIO

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thereabouts; thickness of paper-wrapped specimen,  $\frac{3}{8}$  in.; weight of band, under  $\frac{1}{4}$  of an ounce.

FIG. 7 illustrates a type of wrapping for a half-moon slab or bar of plain chocolate. The whole sheet consists of A, plus 2A and the area of the base of the unwrapped specimen is sketched out by the half-moon A. Owing to the curious shape of the specimen and its small thickness, an accurate idea of the method of folding is rather difficult to obtain but a separate sketch of the base is given and this deserves careful study.

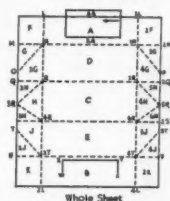


Fig. 5—Outer Paper Wrapping For Chocolate Bar Boxes (Half Size)

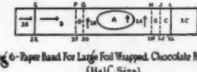


Fig. 6—Paper Band For Large Foil Wrapped Chocolate Biscuits (Half Size)

In many instances the fold B of the base is made first, and on to this are turned the strips C and D, and E and F, A being folded over last of all. Under this arrangement two concealed folds are made along the dotted lines G2G and H2H, i. e., these are not apparent until the foil is partly removed from the base of the half-moon slab. Other folds are also necessary along the lines J2G and KH. The overlap of the upper portion of the base C, D, A, E, F, on the lower portion of the base B is comparatively slight, but the curves 2GL and H2L, as well as the straight line 2GH, are the edges of the outer foil; i. e., that which is turned on after B is in position.

Dimensions of this type wrapping are as follows: Total length of sheet, 4 in.; total width, 3 in.; total thickness of wrapped specimen, one-sixteenth of an inch only; total weight of paper wrapping, under  $\frac{1}{4}$  of an ounce.

FIG. 8 illustrates another type of banded wrapping emanating from the candy cigar branch of the confectionery trade. Considering the whole sheet first, this is of irregular shape and is made up of A plus B, A being the approximate area of one of the candy cigarettes, and the position that in which it lies *in situ* for wrapping. Three of these whole sheets are required for one band, i. e., the band holds trios of the wrapped cigarettes.

Each individual candy cigarette is tightly rolled in a sheet of this design and the ends are lightly twisted over. It will, therefore, be apparent that it is difficult if not impossible to show the folding arrangement, and it will suffice, therefore, to say that the paper is turned over on to each end so as to make more or less of a right angled circle edge when twisting is complete.

With regard to the band, the shape of this should be carefully noted. The entire band consists of C, plus 2C, and the left hand end overlaps the right hand end

lettered 2C, and adheres thereto by means of adhesive, gripping the trio of wrapped candy cigarettes comparatively tightly. Printing is demanded on the outer surface of this opaque paper band in the direction of the arrows, but no print is usually ordered on the inner surface.

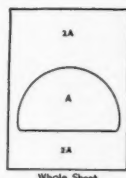


Fig. 7—Foil Packing For Half-Moon Slab of Plain Chocolate (Actual Size)

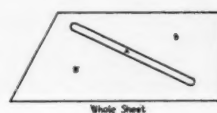


Fig. 8—Confectionery's Candy Cigar Wrapping (Actual Size)

Packing men should note that this model serves to illustrate the difference between the candy cigar trade and the chocolate cigar industry, both of which are important lines in confectionery. Bands are usually demanded for each individual chocolate cigar, whereas in the case of the candy cigar one band serves for three wrapped sweetmeats in the present instance, and for no less than six in a former model sketched out in an earlier chapter.

I hope to illustrate one or two types of individual chocolate cigar bands in a future article.

Dimensions of this type of paper wrapping are as follows: Maximum length of sheet,  $5\frac{1}{2}$  in.; minimum length,  $4\frac{1}{4}$  in.; total length of band,  $2\frac{3}{8}$  in.; maximum width,  $\frac{5}{8}$  in.; minimum width,  $\frac{3}{8}$  in.; width of band overlap,  $\frac{1}{4}$  in. or thereabouts; length of wrapped specimen,  $3\frac{1}{2}$  in.; width of wrapped specimen,  $\frac{1}{4}$  in.; width of whole sheet,  $2\frac{3}{8}$  in.; total weight of one whole sheet plus one band, under  $\frac{1}{4}$  of an ounce.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the types described and others, the usual inquiries should be made through patent agents.

—EDITOR

## The Orrin Thacker Directory Is Revised

THE Red Book, 1930 Edition, Orrin Thacker Directory (The Franklin Printing Company, 33 West Gay St., Columbus, Ohio, Publisher. Price \$3.00) has recently been issued. This 37th edition of the Directory, which is very well known to the trade, is a comprehensive listing of exclusive wholesale grocers and chain stores. More than 1900 changes have been made in this new edition.

The book lists 5187 wholesale grocers in the United States and Canada; 949 semi-jobbers and 442 chain grocery operators (with the number of stores each controls); population of towns and states; street addresses in the larger cities and other helpful information.

The size of the book ( $4\frac{1}{4}$  x 6 inches) renders it easy to carry about and it is the year-round companion of brokers, wholesale grocers, traveling salesmen, sales managers, advertising managers and executives that sell to the wholesale grocers and chain stores.

L. C. NEIS

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For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

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For tight-wrapped packages.

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Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service — Paper Mills producing 700 tons of Paper a day — Box Factories of very large capacity completely equipped for speedy and economical production — an Art Department and a Package Designing Department.

*An opportunity to serve you will be appreciated*

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MONROE, MICHIGAN  
SALES OFFICES IN FOURTEEN PRINCIPAL CITIES

Branch Plants: Aurora, Ill., River Rouge, (Detroit District) Mich., Glenfield, (Pittsburgh District) Pa.

**700 TONS  
DAILY PRODUCTION**

# Automatic Filling for Small Volume

## Ground Spices Are Packaged Economically at Parrish Brothers' Plant through Use of Modern Equipment

**A**N interesting example of small volume packaging is to be found at the plant of Parrish Brothers, Incorporated, of Baltimore, Md., packers and distributors of Blue Seal spices. While the greater volume of the products is packed for sale in bulk, the company enjoys a substantial trade in packaged goods and has found that there is considerable advantage in the use of automatic equipment even though there may not be occasion for its continued operation.

Two complete units—one full automatic and the other semi-automatic—are used here to fill and seal the several sizes of lithographed cans, both round and square, that contain the ground spices. On the semi-automatic unit, sizes from  $\frac{1}{2}$  oz. to 1 lb. are filled at the rate of 15-22 per minute while the automatic unit turns out an average of 30 per minute, the sizes being  $\frac{1}{2}$  oz.,  $\frac{3}{4}$  oz., 1 oz.,  $1\frac{1}{4}$  oz.,  $1\frac{1}{2}$  oz. and 2 ounces. The operations of both units are similar except for the additional hand work required in the case of the semi-automatic unit. These operations are shown in the accompanying illustrations.

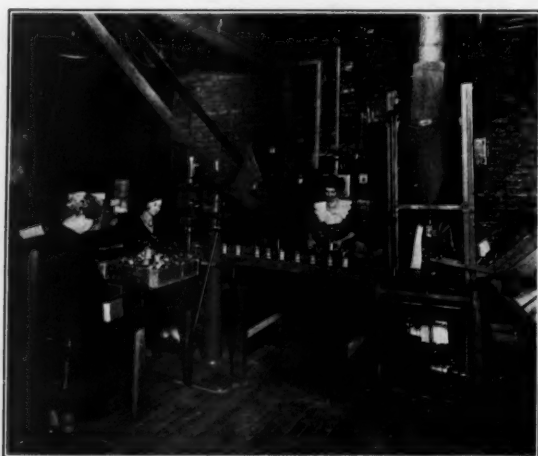
In each case the ground spices are fed from the floor above to the respective hoppers that form an integral part of each machine unit. As the spice enters the filling tube it is auger fed into the cans that are placed, either by hand or automatically, below the tube. The filled cans then proceed by belt to the crimping machine

as the filled cartons is done to assure full measurement.

This company has found that through the use of the described equipment it is able to secure well-packed goods of uniform weight in reliable packages that can be produced more economically even though the volume is limited and the production is not continuous.



*Filling and sealing of spice cans by full automatic equipment*



*Semi-automatic equipment as used at Parrish Brothers' plant*

where shaker tops are forced on, and after being released continue to the packing table where operators place them in cartons for subsequent packing and distribution. Check weighing of the individual filled cans as well

**S**OME retailers are asking where the packer will "get off" when quick-frozen, wrapped and packaged fresh cuts come on the market in volume, writes "Ready Rapped Ralph" in the *National Provisioner*.

The meats will bear the label of the packer who produced them. He knows the value of uniformly good quality in foods, and the harm poor quality would do him. It would be foolish for him to put under his brand anything that might cause dissatisfied customers.

His idea will be to instill such confidence in the minds of housewives that they will have no hesitancy at all about the goodness of his brands.

The retailer and the customer will benefit from meats in consumer packages, but will not the packer shoulder the grief?

Perhaps he will in numerous cases. But it goes a little further than this. Most packers feel that meat in consumer packages will be a good thing for the meat industry as a whole. And what is good for the industry certainly will not injure the packer.

Most packers see the handwriting on the wall. Few doubt that wrapped and packaged meats will some day be staple articles of merchandise. It is coming and they are preparing to keep step with the procession.



**C. R. WHITING CO. INC.**

AMERICAN PAPER CO.  
281-287 New Jersey Second Avenue  
NEWARK, N. J.

June 20, 1930

Breskin & Charlton Publishing Co.,  
11 Park Place  
New York City

Gentlemen:

We have obtained particularly satisfactory results from our recent advertisement in "Modern Packaging" on our new fancy artificial leather cloth REGALITE. It is with considerable pleasure that we can write you regarding same as we received approximately 50 responses to this insert. In fact, we find that whenever we place an insert in "Modern Packaging" advertising a product that really has individual sales merits, that the results are exceptionally satisfactory. The responses often run as high as 75 to 100 and average about 35 to 50 attractive "leads."

Very truly yours,  
C. R. WHITING CO. INC.  
FRANK FRIEDLANDER  
President

FVF:MK



No need to say more. The August issue, devoted to the Christmas trade will make high returns even higher. Wise Manufacturers will hop to it - most have done so already. P.S. - There's still time to climb aboard.

**MODERN PACKAGING**

**11 Park Place, New York City**



## Quick-Freezing Packaged Perishables

(Continued from page 36)

TO the casual observer it will seem inevitable that such packaging and quick-freezing must increase the net cost to the consumer. Such, however, is not the case. In fact, exactly the opposite is true; for savings in manufacture, distribution, spoilage, dispensing, and preparation in the home much more than compensate for the cost of packaging and freezing.

One of the chief difficulties in using ordinary "cold storage" meats, seafoods and poultry is that it has been necessary to thaw them slowly and completely before cooking. That is because these slow-frozen products contain large ice crystals which when thawed quickly ooze out of the flesh and are lost; while if such large crystals are thawed slowly at least a small percentage of the moisture content is re-absorbed by the cell matter, and retained in the cooked materials.

Quick-frozen flesh, on the contrary, does not contain large ice crystals, and its texture is entirely normal. Therefore, it need not be thawed before being cooked. In fact, if all the advantages of quick-freezing are to be realized, such products should be put on the fire or in the oven while still frozen.

THE foregoing paragraphs have dealt with basic principles underlying the preparation and distribution of quick-frozen packaged perishables. Now let us discuss in some detail the ways in which these principles have been applied at the plants using Birdseye quick-freezing apparatus on meats and seafoods. Remember that packages must be compactly filled, amply protected against desiccation and oxidation, rectangular, attractive, and not too expensive. Three principal methods are used in turning out such packages.

Where an exact-weight individual package is desired, the product is packed directly into the lined carton, which is then closed, wrapped, and frozen. Waxed paper separators are placed between the layers of product to prevent their adhering into a solid block difficult to separate. Such a package may be opaque, or may be so designed as to expose, through the lining and wrapping, one or more sides of the product. These individual cartons require no weighing by the retailer, and pass directly to the consumer.

But there are many products, such as chops, steaks, and large fish fillets, which cannot readily be packed in small exact-weight packages. These foods are wrapped in small random-weight units (e. g., two or three lamb chops, or single fish fillets) in trade-marked moisture-proof transparent cellulose; and then assembled into large net-weight—frequently ten-pound—cartons in which they are sold to the retailer. Such packages have the advantage of being entirely transparent, and of almost any desired size and weight. They must, however, be weighed and wrapped in paper before being delivered to the consumer.

Still other products—such as roasts, loins, and poultry—do not lend themselves to either of the above

methods of packaging; and for these we have worked out a novel wrapping, freezing, and shipping method which answers the purpose very satisfactorily. Such large units are wrapped in trade-marked transparent cellulose, held in place by large-meshed, snug-fitting stockinet bags. Several of the wrapped units are then fitted compactly into a rectangular frame without top or bottom, and frozen between the metal plates of the quick-freezing apparatus. After being frozen, the "blocks" of separate units are packed directly into the insulated shipping containers. On arrival at the retailers, the units are removed from the containers, and constitute compact, attractive, transparent, random-weight consumer packages.

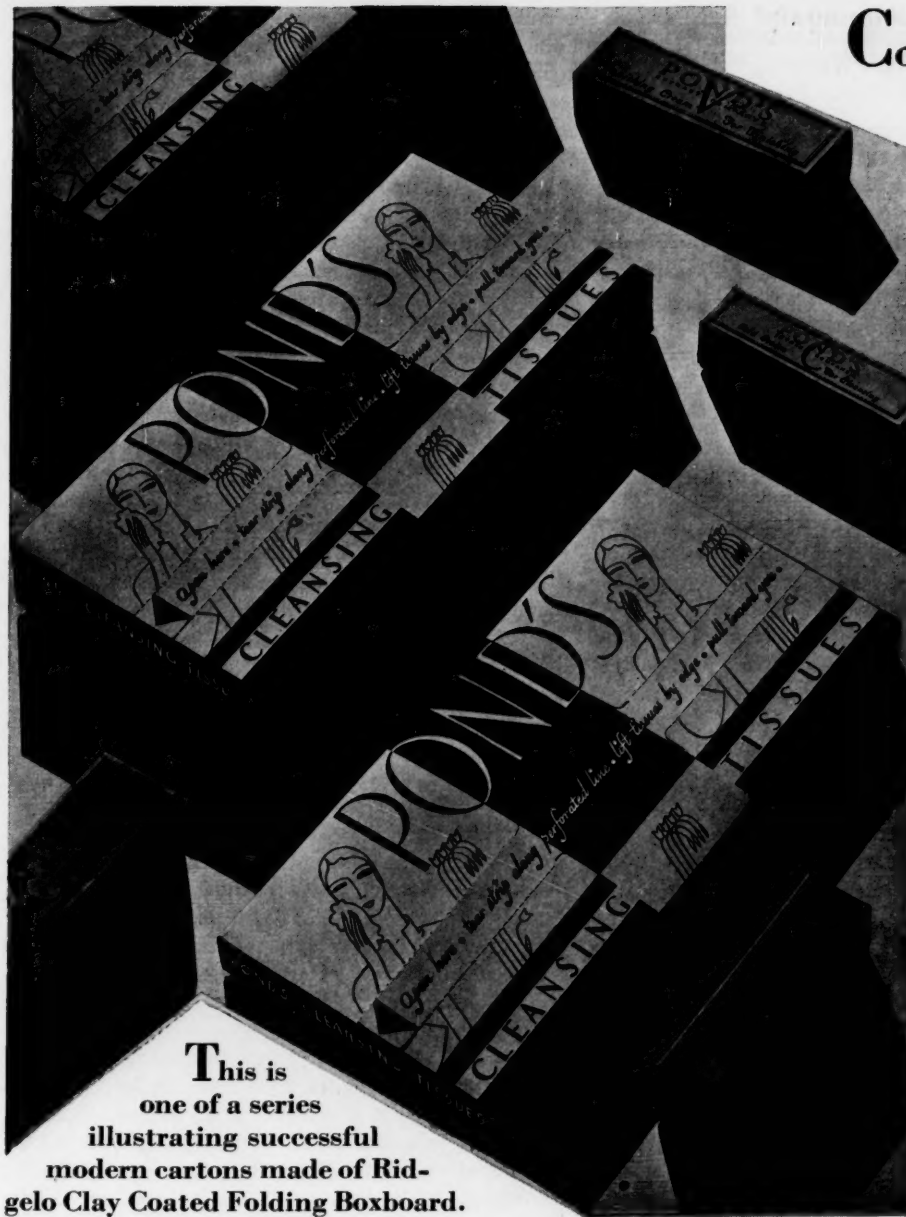
For certain classes of trade it may be desirable to freeze single fillets, which are then packed, necessarily more or less loosely and with much included air, in lightly insulated corrugated fibreboard containers. This is the least desirable method of packaging, for it is wasteful of wrapping and packaging material, and furnishes a minimum of protection against the dangers of storage and transportation. Such individually wrapped fillets may be frozen either from one side only by being placed on cold plates, or from both sides between compressed metal surfaces. The latter method is more desirable, for it greatly shortens the freezing time and turns out a somewhat flattened fillet capable of comparatively compact packaging.

Although quick-freezing of packaged perishables is scarcely more than four years old, the industry is already well established and growing at an amazing rate. There is much yet to be done—but it is being done swiftly, and with great resources available for both laboratory and field tests. Surely, in the development of this new industry manufacturers of packaging materials are deeply interested. Fruits, fruit juices, vegetables, and other products, not dealt with in the foregoing paragraphs, all call for the development of special containers to meet problems peculiar to each class of product.

EDWARD O. TINSLEY, for the past seventeen years associated with the Robert Gair Company as manager of the Division of Design, resigned that position on July 1 and is now engaged as consultant in packaging problems, with offices at 8 Murray St., New York City. Mr. Tinsley is the inventor of the well-known Tinsley display container and has also been responsible for the design and construction of nationally advertised packages and displays. It is in this direction that he will continue his work. Mr. Tinsley has been an active member of the consulting editorial board of MODERN PACKAGING since its establishment.

THE Chase Brass & Copper Co., Inc., announce the opening of a specialty sales department at 200 Fifth Ave., New York, where an interesting assortment of decorative and utilitarian pieces in brass and copper in a variety of designs and treatments are offered.

Contributing to  
the Success of  
Outstanding  
Cartons



This is  
one of a series  
illustrating successful  
modern cartons made of Rid-  
gelo Clay Coated Folding Boxboard.

Such a Boxboard, bringing superior attention and sales value to many types of containers, is selected by the *manufacturer* and approved by the *boxmaker* for its strength, folding quality, and printed effectiveness.

Ridgelo Clay Coated Folding Boxboard provides the surface best suited to neat, bright, modern reproductions.

## RIDGELO CLAY COATED FOLDING BOXBOARD

Made by

**LOWE PAPER COMPANY**

Representative in Canada  
W. P. BENNETT & SON  
32 Front Street, W., Toronto



**Ridgefield, New Jersey**

Representative in Buffalo  
MAURICE W. SIMON  
52 W. Chippewa Street, Buffalo, N. Y.

## A Study of Commercial Art

*Commercial Art* by E. C. Wallace. Published by McGraw-Hill Book Co., Inc. Price \$3.00.

A knowledge of the fundamental principles of commercial design is becoming increasingly important to all those engaged in selecting or creating advertising media. Many excellent books have been published on certain phases of this art but until this year there were but few textbooks available which offered a correlated study of all phases. This book represents the results of many years of experience in teaching and is written in a simple, direct manner suitable both for the beginner and the advanced student.

The book is divided in chapters which explain in detail elements of design, lettering, color, layout and processes of reproduction. Each topic is profusely illustrated and accompanied by lesson plates so that the student may develop technical ability.

The chapters on lettering and layout should be of particular interest to those engaged in creating package designs or advertisements for packaged products. A detailed description of type and type faces is given and many of the newer type forms are included in the illustrations.

This is a book to be read and studied by designers in this field of art. It may also be used as a reference book by manufacturers interested in the subject.

K. M. REED

## A Difference in Gold Papers

AN interesting example of comparative effects that may be obtained in the use of different types of gold covering papers is evident in the new box now used to contain "Bonnybrook" chocolates, manufactured by Stephen F. Whitman & Son, Inc., Philadelphia. The boxes formerly used were covered with a reddish gold bronze paper and the design was printed with brown ink and light tints of green, yellow and red. No bright, strong colors were brought out in the lithographed panels which showed pastoral scenes. The idea was to get an effect of deep, rich gold with just a suggestion of tint.

The new boxes—in three sizes: half-pound, one-pound and two-pound—although carrying the same design, present an entirely different and decidedly improved appearance. A brighter or true gold paper has been used and the background thereby furnished offers a better opportunity for the display of color in the scenes shown. This is in addition to the general appearance of the boxes which present an attractiveness more in keeping with the quality of the enclosed product. Additional colors have been used which convey a more faithful reproduction of the scenes shown on the panels, and the name "Bonnybrook" is printed in red letters outlined in black, as contrasted with the former package which carried this designation in black outline letters only.

The effect obtained by this change of gold paper and the use of additional color—the true value of which, it

is understood, was made possible through the use of the former is one of great brilliancy, newness and added attractiveness. The new packages possess the power to arrest attention and should create sales to a greater degree than did the former packages.

## Among Package Users

JUDGE EDWIN S. THOMAS of the United States District Court for Connecticut, in an opinion handed down June 11, 1930, granted the application of McKesson & Robbins, Inc., of Bridgeport, Conn., for the cancellation of the registration of the term "milk of magnesia" by the Charles H. Phillips Chemical Co. in the U. S. Patent Office, making that term public property for the free use of any manufacturer desiring to make a product under that name.

AN annual national merchandising exposition to be known as The American Fair, conducted by the City of Atlantic City and open to the public without charge, will be inaugurated this year from July 17 to Aug. 27, in the \$15,000,000 Atlantic City Auditorium, the largest building of its kind in the world, located on the Atlantic City Boardwalk. The Fair has been endorsed not only by national and state leaders, but in a special resolution adopted by the United States Senate and approving the exposition "as an intelligent method of bringing producer and purchaser together."

UNDER sponsorship of the Kroger Grocery and Baking Company, which operates 5500 retail food stores in sixteen Middle Western and Southern States, a new dramatic and musical program, broadcast by a special network of radio stations, was inaugurated on the air Wednesday night, June 4, at 9 o'clock, Eastern Standard Time.

The contract, calling for the broadcasts, which will be transmitted each week for a year, was the largest of the kind ever signed in Cincinnati, according to officials of WLW, key station of the new network. Besides WLW, stations which will broadcast the programs are WTAM, Cleveland; WJR, Detroit; WIL, St. Louis and KQV, Pittsburgh.

Albert H. Morrill, president of the Kroger Stores, announced that the broadcasts, which will feature dramatic stars and twenty-five musicians of the famous Cincinnati Symphony, will blanket the following states: Arkansas, Illinois, Indiana, Kansas, Kentucky, Michigan, Mississippi, Missouri, North Carolina, Ohio, Oklahoma, Pennsylvania, Tennessee, Virginia, West Virginia and Wisconsin.

THE Procter and Gamble Company, Cincinnati, Ohio, one of the largest soap manufacturers in the United States, recently concluded negotiations for the acquisition of the assets, business, and trade marks of James S. Kirk & Company, soap manufacturers of Chicago, Ill., for a price reported to be between \$8,000,000 and \$10,000,000.



# Once again, we assist an industry in securing a new *Sales Appeal* ~

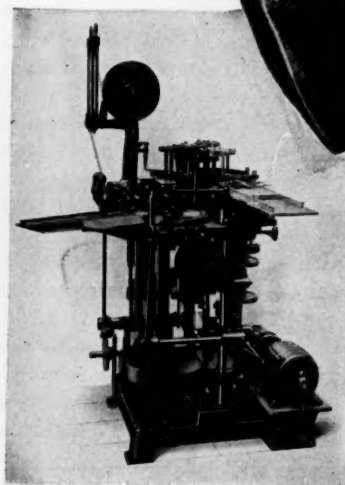


ONE of the outstanding developments in the cigar industry is the increasing use of Cellophane wrapping. And recent economies of machine production have a great deal to do with this trend.

A cigar wrapped in Cellophane has decided sales advantages. This wrapping not only *keeps the tobacco fresh*, but enables the buyer to *see the product*.

Consequently, cigar manufacturers quickly adopted this improvement as soon as they could secure a method of wrapping which would come within their cost limits.

The machine which we recently introduced answers their requirements perfectly. It wraps 35,000 cigars a day, and can be run in conjunction with the banding machines, thus making no increase in labor necessary. Because it uses Cellophane in rolls, it makes large savings in wrapping material costs. In a market where the selling price is a real factor, these savings are important. More than one size of cigar can be wrapped on a single machine—an advantage to those manufacturers whose production on any single size does not run into large volume.



This is but one example of how we assist manufacturers to secure for their products the *sales advantages* of modern forms of wrapping, plus the *economies* of improved machine production. When seeking better and more economical methods of packaging old products, or a way to wrap a new product, avail yourself of our service. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts  
New York Chicago Los Angeles  
London: Baker Perkins, Ltd.



## PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



**T**HE second National Exhibition of Perfumery and Toiletries will be held at the Hotel New Yorker, New York City, September 8 to 13.

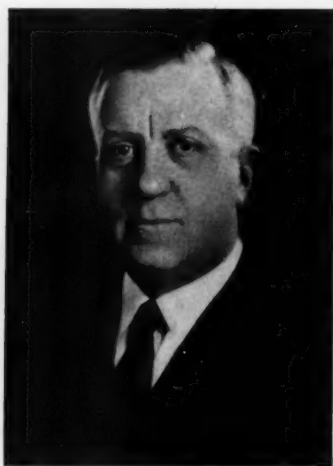
**P**RIOR use and registration of the trade mark "Baby Ruth" for candy manufactured by the Curtiss Candy Co., of Chicago, was sufficient to prevent the registration by the George H. Ruth Candy Company, of New York, of a mark consisting of the words "Ruth's Home Run" and the name "George H. 'Babe' Ruth," the latter being the signature of the well-known baseball player.

**R**ECENTLY Lever Brothers Company, of Cambridge, Mass., owners of Lux, won a victory in the Court of Customs and Patent Appeals after its opposition to registration of "Tex" as a trade mark had been dismissed by two lower tribunals. The defendant was the Tex Company, formerly the Riodela Chemical Company.

**T**HE H. C. Bohack Company, Brooklyn, N. Y., operating a chain of grocery and meat stores on Long Island, has added sixty-six units since the beginning of its fiscal year, February 1, Frank L. Parsloe, general manager, has announced. His company plans to acquire seventy-five more units in the present quarter and a like number in the following three months, Mr. Parsloe said.

#### Among Supply Manufacturers

**A**NNOUNCEMENT is made that American Machine and Metals, Inc., has succeeded to the business of Manhattan Electrical Supply Co., Inc., and that C. K. Woodbridge of Prince & Whitely, formerly president of the Dictaphone Corporation and of the Kelvinator



C. K. WOODBRIDGE

Corporation, succeeds Richard H. Brown as president of American Machine and Metals, Inc. The Board of Directors includes, in addition to Mr. Woodbridge, George von Seebeck, Ralph L. Day, Stanley M. Bachman, Colonel M. J. Whitson, and Harrison Johnson.

The officers and board of directors of the American Machine and Metals, Inc., will continue to operate the

subsidiary companies in cooperation with the operating executives, and contemplate such improvement and extension of the several businesses as will, in their opinion, make for better products and service.

The subsidiaries of American Machine and Metals, Inc., with a brief outline of their activities, are: Manhattan Electrical Supply Co. of New Jersey—jobbing electrical equipment and supplies; Troy Laundry Machinery Co., Inc., East Moline, Ill.—commercial laundry machinery; Trout Mining Company of New Jersey—manganese, silver, lead and zinc mining at Philipsburg, Mont.; U. S. Manganese Corporation—manganese and stone quarrying, at Waynesboro, Va.; E. D. Anderson, Inc., Jersey City, New Jersey—packaging, wrapping and cartoning machinery; Halliwell-Shelton Electrical Corporation, New York City—beauty and barber shop electrical equipment, such as hair dryers, vibrators, violet-ray machines, etc.

#### Wrapping Survey to Be Continued

**T**HE wrapping and packing data presented at the Annual Convention of the National Retail Dry Goods Association aroused the attention and interest of department store executives to such an extent that the survey will be continued on a national basis, according to Edwin W. Ely, Chief of the Division of Simplified Practice.

A preliminary survey was conducted to determine the possibilities of eliminating much of the waste brought about by the wide diversity of sizes of boxes, bags, twine, etc., now in use. The cooperative program for a national survey divides itself into three parts, as follows:

1. A field survey of selected stores in various cities, in which the division's representatives gather data on methods and supplies used in the wrapping and packing of merchandise. The sole purpose of this part of the work is to secure factual data. It is not the intention to make suggestions or relative comparisons of various methods used by the stores surveyed.
2. Preparing this material for study and use by the committee and merchants generally. Arrangements will be made where requested to present the factual results of each store's survey to the executives of that particular store.
3. Assisting the committee to disseminate its findings and recommendations.

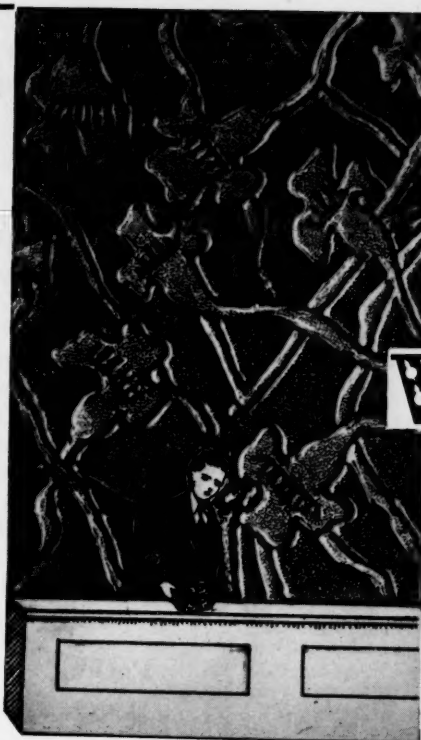
The results of the survey, when completed, will be published and over 6000 department stores in the United States can take advantage of the recommendations proposed.

A copy of "Introduction to Report on Survey of Methods and Supplies for Wrapping and Packing of Department Store Merchandise," can now be obtained gratis from the Division of Simplified Practice at Washington, D. C., or the National Retail Dry Goods Association at New York. This mimeographed statement contains 29 pages of text, sketches, charts and explanatory drawings.

# LIFT YOUR PRODUCT above competition

Profit by the preference for richly embossed papers. Waldron embossers with Waldron rolls are proving the value of beauty in box papers. Designed for economy in operating and maintenance, they not only improve the product but tend to reduce production costs. Consider Waldron equipment from an investment viewpoint.

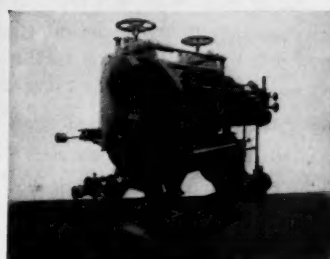
The knowledge gained from more than a century of experience is available to you through our converters consultation service.



## Illustrated below:

Waldron High Speed Heavy Duty Embosser, closed front type. Equipment on this machine includes special roller bearings and Waldron Automatic stop. Complete with inking attachment, unwinding stand, rewinding stand and quick lifting rig.

## WALDRON EMBOSSERS



**JOHN WALDRON CORPORATION**

MAIN OFFICE & WORKS, NEW BRUNSWICK, N. J.  
CHICAGO NEW YORK PORTLAND, ORE.



## CHOSEN BECAUSE THEY ARE UNIQUE

AUTO-PACK machines are chosen because they are unique in the field of packaging machinery. They stand alone and unchallenged because they are the only machine that will open a carton, line it with self-sealing wax paper, fill it, heat-seal the liner if necessary, close the carton and deliver it all ready for shipment; and all under the supervision of but a single operator.

The H. J. Heinz Company relies exclusively on AUTO-PACK for the production of their samples and individual packages. Their AUTO-PACK is producing a complete package for every second of operation at a cost lower than that possible under any other method.

Write for estimates and catalogs.

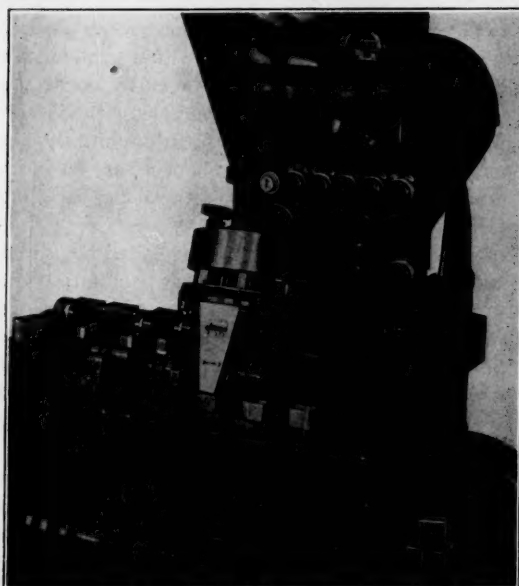
## Automatic Packaging Machinery Company

Nashua, N. H.

Selling Agents

Gibbs Brower Co.

261 Broadway, New York, N. Y.



## Economy in Mechanical Wrapping

(Continued from page 40) modate a second machine which would thus double production from the floor space formerly required for hand wrapping.

The high quality standards maintained by the Association in wrapping butter are easily met with the equipment. The machine makes a tighter wrap, resulting in less shrinkage. The appearance of the package has also been improved. Another feature of the machine which appeals to the public is that of sanitation. During the wrapping process the butter is not touched by operators' hands as was the case with hand wrapping.

That the association is well satisfied with the machine is evidenced by the fact that its performance influenced the installation of three similar units in Los Angeles and one in San Francisco for another dairy of the organization. It is believed that these installations were responsible for the selection of the Automat for several other dairies and creameries along the Pacific Coast.

MACHINE VS. HAND WRAPPING OF  $\frac{1}{4}$ -LB. PRINTS  
Comparative Daily Labor Requirements for Output Equivalent to 90 Per Cent of Machine Capacity. Operation for 365 Days per Year

By hand: 10 girls $\times$ 8 hours.....	80 hours
By machine: 3 men $\times$ 8 hours.....	24 hours
Gross saving: hours.....	56 hours
at assumed rate of \$0.40.....	\$22.40
Fixed Charges on Machine:	
Depreciation: \$7800.00 $\div$ 4-yr. life.....	\$1950.00
Average interest at 6 per cent: $\frac{5}{4} \times$ \$1800 $\times$ .06/2.....	292.50
Maintenance allowance.....	250.00
Total per year.....	\$2492.50
Daily Operating Costs—Excluding Labor:	
Daily fixed charge: \$2492.50 $\div$ 365.....	\$6.83
Power: $\frac{3}{4}$ kw. $\times$ 8 hr. at \$0.02/kw.-hr....	.12
Total per day.....	\$6.95
Net Saving over Hand Wrapping:	
Per day by difference.....	\$15.45
Per year.....	\$5639.25
Net return on investment.....	72 per cent
Unit Costs, Assuming Output of 90 Per Cent Machine Capacity:	
Per M. lb.: hand method.....	\$2.96
machine.....	1.53

## Coordination of Package Advertising

(Continued from page 45)

**O**FTEN without his realizing it, beauty in design and color does register even on your most literal-minded dealer in groceries or hardware, and the artistic trend in industry is improving taste all along the line. The hardware dealer's wife is probably advising him to stock blue and red and green enamel ware instead of battleship gray, and to select his kitchen cabinets and stoves for style as well as wear and convenience.

Of course, in certain lines—the better retail dry goods and specialty shops, for instance—good taste and style knowledge is so highly developed that the advertising agency may well feel on its mettle to keep up with their standards.

Changing style influences means that these retail dealer

helps must be kept strictly up to date. The good old counter signs, the newspaper mats that work year in and year out have now got to be re-styled. They have to be brought up to date.

There is much more behind the ensemble idea than aesthetic considerations. There is efficiency and economy in this theory of harmony. When the elements of a campaign are properly coordinated they drive home a single idea. Each impression upon the eye of the observer becomes stronger by being related to the other impressions that have gone before. This repetition eventually brings up a recognition in the minds of the audience, and recognition is the first step in all promotion.

And then, the argument of economy. Obviously, if one design can be used in a dozen different ways, it is cheaper than to have a dozen different designs made. If you have one motif or design device originated for a package which you repeat in your advertising in direct mail or car cards and posters, you of course will save money. If you create one technique and then apply it to the styling of various elements, you will spend less energy than if you started all over again each time.

## Packaging Apples in Corrugated Containers and Folding Boxes

(Continued from page 47) storage to stock these boxes twelve to fourteen tiers high, without damage to the bottom apples. This is partly due to the rigid walls of the box and partly to the distribution of weight through the corrugated cell dividers. In fact, the bottom tier would support this load even if no apples were in these bottom boxes.

It is good practice to rest the bottom tier on wooden strips, say three inches wide and three per box. These strips are also useful higher up in the stack, not for ventilation but simply to tie the piles together and keep them from leaning.

The question of closing methods for these boxes is important since apples are always subject to inspection when they reach the market. The grower usually seals the flaps with gummed tape or with a small amount of silicate. These flaps can then be easily opened for inspection after which the box is re-sealed either by the use of gummed tape or by tying a cord around the box. In fact, some jobbers do not find it necessary to re-seal the boxes at all, but simply fold the flaps back into place.

Experience has shown that the corrugated box should not be introduced too suddenly since an initial solid carlot, for instance, would be handicapped by the unfamiliarity of the trade which has been accustomed to the wooden box. The best success has been met by at first including 50 or 100 of these boxes in a car of wooden cases and then increasing the proportion as market demands dictate.

**M**ANY growers are meeting considerable success with the use of a folding carton for, say, 12 selected apples, and packing 10 or 12 of these in turn into a



AN ADHESIVE FOR EVERY  
MACHINE OR HAND OPERATION

**"A Perfect  
Appearing Package"**

is now the order of the day. Warped and blistered packages are no longer acceptable either to your own sales department or to your distributors. The registration of the label must be exact, too. Hence the increasing popularity of



**PACKAGE  
WRAPPING  
GLUE**  
(NA-6258)

A liquid adhesive, ready for use, giving unequalled results on every type of package-wrapping equipment, at a surprisingly low cost. Can also be supplied in concentrated form.

A trial barrel will gladly be sent subject to your approval. Write today for details.

**NATIONAL  
ADHESIVES  
CORPORATION**

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER  
OF ADHESIVES

**The CONSENSUS  
of the SENSES**

Does your package appeal to the  
Sense of Sight only?

The Consensus of the Senses  
adds greater weight to the attractiveness of merchandise  
packaged in the Modern  
Manner...

Appeal to the Sense  
of Sight by designing your  
package appropriately--

to the Sense of  
Touch by using a cover-stock  
better and *different* in texture--

to the Color Sense  
with harmonious tones--

and the Sense of  
Good Taste because it reacts instantly in favor of the general  
appearance of products packaged  
in Keratol.

To win business when competition  
is tense, sense the incomparable Appeal of



made by

**THE KERATOL COMPANY**

South and Van Buren Streets, NEWARK, N. J.

*If you are now planning your package,  
send for samples and information.  
That's Sense in another form.*



corrugated case. Such apples cater to a select trade and command fancy prices which, however, bring the grower a greater proportionate profit. That there is a considerable market for such packages, however, is evidenced by the fact that a single jobber in New York City had already sold fifteen carloads of apples in folding boxes in the past season up to and including the end of January, 1930, only.

Some of the pictures accompanying this article may indicate that this development has passed the experimental stage, but a trip through some of the large New York commission warehouses is a revelation as to the extent of its growth. Where once the corrugated apple box had to be pushed against opposition, it is now being demanded by those in the industry who have participated in the resulting profits and who realize the possibilities of this modern development in package merchandising.

### Glorifying the Glass Container

(Continued from page 30) ancient masterpieces.

The incorporation of definite art in the design of the modern bottle and glass container is now firmly established. We all recognized that up to the present time, such articles were built along fixed styles—if styles could be so termed. Containers for specific uses followed conventional design almost without exception regardless of the manufacturer. For instance, we might cite the old catsup bottle, the horseradish container, the chili sauce receptacle and many others, each of which followed the accepted conventional design. The entry of art and distinctive practical design into this industry, however, takes these packages from the conventional category and gives them a sense of dignity and refreshing eye-appeal.

As briefly referred to previously, there is also to be considered practicability in addition to the artistic design. Before launching on the design it is necessary that the stylist know the manufacturing limits, the use to which the container is to be put, the various machine operations necessary in labeling, capping, sealing, etc. With all this information at hand, the designer engages in his work of presenting a product that will fully meet the modern demands.

We have definitely passed beyond that stage of following the lines of least resistance in the manufacture of these glass products and have made a tremendous forward step by incorporating simplicity of grace and design in a product which formerly had no reason to claim any distinction for appeal from an art viewpoint.

### Displays that Change Appeal with the Season

(Continued from page 48) to make them attractive, compact, and carrying illustrated uses of the product, yet built so as to take the smallest amount of space on the counter. The accompanying illustration shows two of the displays now being used.

An interesting feature of these displays is a series of five cards bearing seasonal suggestions which are inserted in slots to form the top of the standard display. These are identical in size, color and design motif, but vary in illustration and text. A definite schedule for releasing these displays has been worked out, so that the card bearing the appropriate appeal for the particular time of the year is part of the display sent to the retailers at that season—suggestions for gift making at Christmas, suggestions for toy construction at the end of the school year, etc. By this method, the display retains the memory value of the original design and at the same time suggests a variety of timely uses for the product.

### The Department Store Considers Packages

(Continued from page 44) general tendency is toward color. Experience proves that the colorful package or product liven a display, attracts and holds attention and increases sales.

"These are a few of my reasons for favoring packaged merchandise. In these days of keen competition any agency which will cut costs, speed up service and distribution and build good-will should receive the careful consideration of every department store executive. Packaged merchandise, to a great extent, meets these requirements. Therefore, the man with vision will sense this and will become, more and more, an advocate of this method of merchandising—through the package."



Another

*SilverStitch* user

Reg. U. S. Pat. Office

THE manufacturers of Chipso adopted SILVERSTITCH stapling wire for stapling their boxes because of its accuracy in temper, width and thickness; its galvanized finish which resists rust; its one-piece coils which permit steady production.

Judge the merits of SILVERSTITCH in your own plant. Send for a free sample five-pound coil today.

**ACME STEEL COMPANY**

General Offices: 2832 ARCHER AVENUE, CHICAGO, ILL.



**T**O THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY  
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND  
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT  
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFAC-  
TURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT  
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN  
IRREDUCIBLE MINIMUM.

## FORT ORANGE PAPER COMPANY

CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data  
in the  
PACKAGING CATALOG

BOSTON

### UNDER NEW MANAGEMENT

**700 ROOMS**  
**WITH BATH**  
RUNNING ICEWATER.  
\$3<sup>00</sup> SINGLE *up*  
\$5<sup>00</sup> DOUBLE *up*  
\$10<sup>00</sup> SUITES  
Excellent Restaurant  
and the Nationally  
Famous **PARAMOUNT**  
GRILL

**PARAMOUNT HOTEL**  
46<sup>TH</sup> ST. WEST OF BROADWAY  
"IN THE HEART OF TIMES SQUARE"

**M**ANUFACTURER of *Automatic*  
*Paper Box Machines* which pro-  
duce the complete box from the roll  
or blank, printed or plain. We also  
make *Blanking* and *Partition*  
Machines.

Submit sample of any box you use  
in quantities, and we will advise price  
and delivery of machinery best suited  
for your requirements.

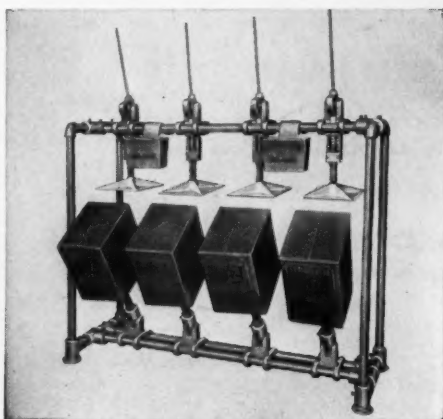
# INMAN

MANUFACTURING CO., INC.

AMSTERDAM, N. Y.

## Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed



Harmon Sealer Exhibit  
National Cannery Convention  
Chicago, Jan. 27<sup>th</sup>

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

**THE HARMON SEALER, Inc.**  
4017-19 West Lake St. Chicago, Ill.

Agents

Cannon Supply Co.,  
Salt Lake City, Utah

Wm. M. Purdy Co.  
New York City

King Sales & Engr. Co.,  
San Francisco, Cal.

COMING TO PHILADELPHIA?

Stop at the  
**HOTEL MAJESTIC**  
BROAD ST. AND GIRARD AVE.

**400** LARGE ROOMS  
each with private bath

**\$3** per day

with running water

**\$2** per day

Garage adjacent. Only hotel with  
a subway entrance from lobby.  
Few minutes from R. R. Station

Wire for reservations at our expense

JOHN C. GOSSLER, Manager

**THE  
WORLD'S  
TALLEST  
HOTEL**

**New Addition  
Gives MORRISON  
2,450 Rooms**

**Chicago's**

**MORRISON HOTEL**  
COR. MADISON and CLARK STS.

Already the tallest hotel in the world, the Morrison is destined to become the world's largest and tallest. A new addition, containing 500 rooms, is now under construction—made necessary by an ever increasing demand for Morrison Service.

### Radio Set in Every Room

No effort is spared to make each guest's stay most pleasant. Rooms rent for only \$2.50 up, yet every room is outside with bath, running ice-water, bed-head lamp, telephone, Servidor and radio set.



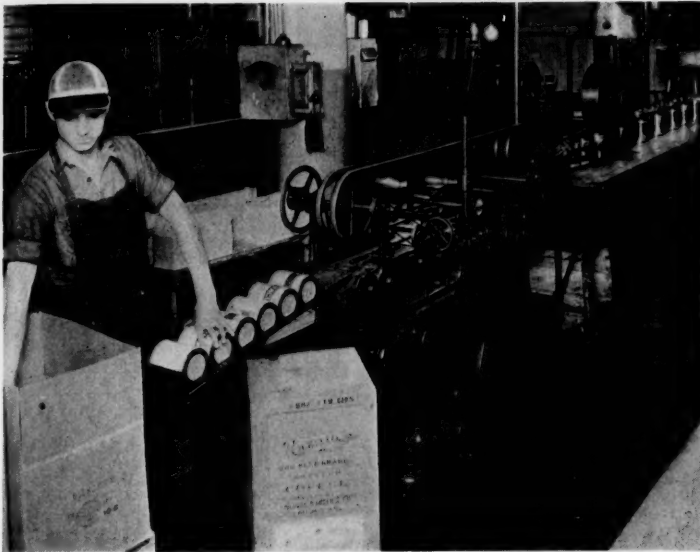
HARRY C. MOHR  
PRESIDENT OF THE MORRISON HOTEL

**Nearest Hotel  
in the City to  
Offices, Stores, Theatres  
and  
Railroad Stations**

# LABELING

like success, was once a matter of hard work and application. Today, in such plants as that of Sprague Warner and Company, Chicago Coffee Merchants, labeling is solely a matter of application . . . the hard work is entirely eliminated by BURT labelers . . . and that which is applied is not elbow grease but glue.

In countless plants where label application was once a cause of daily tie-up, extra expense and continuous worry, Burt labelers have reduced the problem to one of supplying cans and labels to a machine and then forgetting it. To forget *your* labeling problem, consult Burt, today.



**BURT**  
**MACHINE**  
**COMPANY**  
BALTIMORE .... MD.

Sales Offices:  
New York, Chicago and San Francisco

## Packages of CHARACTER

We put *character* in our labels and folding boxes. It is expressed in expert designing and the use of right colors. *Character* is what makes our packages stand out on the dealers' shelves and helps make sales.

Proper packaging is among the most vital of merchandising problems. "U. S." Salesmen are experts on all matters pertaining to labels and folding boxes.

**THE UNITED STATES PRINTING  
& LITHOGRAPH CO.**

### BRAND NAMES

It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence. Consult our Trade Mark Bureau. The service is free.

CINCINNATI  
110 Beech St.  
BROOKLYN  
101 N. 3rd St.  
BALTIMORE  
28 Cross St.

**COLOR PRINTING HEADQUARTERS**



*Specify*  
*Gaylord*  
*Liners*

WHEN ORDERING  
CORRUGATED OR SOLID FIBRE  
**BOXES**

**ROBERT GAYLORD, INC.**  
GENERAL OFFICES ~ SAINT LOUIS



ON THE OCEAN FRONT,

*The*  
**Breakers**  
ATLANTIC CITY N.J.

Modern in construction, luxurious in appointments and convenient to all piers and amusements.

American or European Plan  
Hot and Cold Sea Water in all Baths  
Garage Attached  
Bathing from Rooms

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